



Vice President of Institutional Advancement (VPIA) Institutional Advancement

Position # 25-024

WVU Parkersburg is a Community and Technical College located in Parkersburg, WV, with a branch campus in Ripley, WV. (We are not a branch of West Virginia University). We are dedicated to teaching and are accredited by the Higher Learning Commission to offer certificates, associate's and bachelor's degrees.

Exempt/Non-Classified/Salary Staff, full time regular, benefits eligible position. Salary is commensurate with education and experience.

Pay Grade

12

Benefits

- Retirement plan with 6% mandatory every pay (biweekly) that is matched 100%
- Free \$10,000 life insurance policy
- Your choice of 7 different Health Insurance plans
- Dental, Vision, Hearing, Term Disability, Long & Short-Term Disability, Legal Insurance, Flexible Spending Accounts, Healthcare FSA, and Dependent Care FSA
- Annual and Sick leave
- Minimum 12 paid holidays per year
- WVU Parkersburg tuition waiver (if eligible) for an employee, employees' spouse or dependent of a full-time benefits eligible employee who is 24 years of age or younger

To Apply

- Submit an Employment Application packet available at www.wvup.edu/jobs
- If the position requires a degree, attach a scanned copy of your unofficial college transcripts with the Employment Application packet.
- WVUP is an Equal Opportunity/Affirmative Action Employer. Minorities/Veterans/Disabled Encouraged to Apply.

Function/Summary

The Vice President of Institutional Advancement (VPIA) provides visionary leadership to advance the mission, goals, and values of the community college. The VPIA oversees fundraising, alumni relations, public relations, marketing, student activities, recruitment, and community engagement efforts, ensuring the college's financial sustainability and enhanced reputation. Recruitment complements the role's focus on institutional growth and reputation.

Minimum Qualifications

Education:

- A master's degree in communication, higher education, business administration, marketing, nonprofit management, or a related field.
- Doctorate degree (preferred).

Experience:

- Significant and progressive leadership experience in fundraising, institutional advancement, or related areas.
- Demonstrated ability to oversee student programs and foster a positive and inclusive campus life.
- Proven track record in overseeing recruitment strategies, managing teams, and achieving enrollment targets.
- Prior experience in higher education or nonprofit management is highly desirable.

Other Requirements:

- Familiarity with community college missions, values, and the unique challenges of higher education in West Virginia.

Knowledge, Skills & Abilities

- Proven ability to cultivate donor relationships and secure significant gifts.
- Excellent written and verbal communication skills.
- Strategic planning and project management expertise.
- Knowledge of marketing, branding, and digital communication tools.
- Strong interpersonal and networking skills.

Duties/Responsibilities

Frequency:	Duties:
10%	<p>Strategic Leadership</p> <ul style="list-style-type: none"> • Develop and implement a comprehensive institutional advancement strategy aligned with the college’s strategic plan. • Serve as a key member of the executive leadership team, advising the president on advancement opportunities and challenges. • Foster a culture of philanthropy across the college community.
10%	<p>Fundraising and Development</p> <ul style="list-style-type: none"> • Lead and oversee all fundraising initiatives, including annual giving, major gifts, planned giving, and capital campaigns with the WVU at Parkersburg Foundation. • Cultivate and maintain relationships with donors, corporate partners, foundations, and other funding sources. • Identify and secure grant opportunities, working collaboratively with faculty and staff to prepare compelling proposals.
10%	<p>Alumni Relations</p> <ul style="list-style-type: none"> • Develop and implement alumni engagement strategies to strengthen relationships with former students. • Oversee the alumni association to build lifelong connections and encourage alumni participation in college activities and giving.
10%	<p>Marketing and Communications</p>

	<ul style="list-style-type: none"> • Direct the college’s marketing, branding, and public relations efforts to enhance visibility and reputation. • Oversee the development of promotional materials, digital content, and media campaigns that highlight the college’s programs and successes. • Serve as the college’s spokesperson, in collaboration with the college president and when appropriate, building strong relationships with the media and community stakeholders. • Control social media accounts for the college president as mutually deemed appropriate. • Ensure that marketing and communication strategies effectively support recruitment efforts, promoting the college’s programs, culture, and opportunities to prospective students and their families.
10%	<p>Community and Stakeholder Engagement</p> <ul style="list-style-type: none"> • Actively engage with community leaders, local businesses, and civic organizations to promote the college’s role as an educational and workforce development leader. • Represent the college at public events, fostering partnerships and building goodwill.
10%	<p>Student Engagement and Activities</p> <ul style="list-style-type: none"> • Provide strategic oversight for student activities, clubs, and organizations, ensuring alignment with the college’s mission and values. • Collaborate with student services and other departments to promote a vibrant campus life that fosters student success, leadership, and personal growth. • Oversee the planning and execution of campus events, such as cultural programs, leadership workshops, and community service projects, to enhance student engagement. • Support student government and leadership development initiatives, ensuring students have opportunities to voice concerns and participate in governance. • Build partnerships between student activities and external stakeholders, integrating student involvement with community outreach and college advancement efforts. • Monitor and evaluate the effectiveness of student activities programs, using data and student feedback to enhance offerings and promote inclusivity.
10%	<p>Operational Oversight</p> <ul style="list-style-type: none"> • Supervise and support the advancement, marketing, and communications staff, fostering a collaborative and results-oriented team culture. • Ensure compliance with all policies, regulations, and ethical standards related to fundraising and institutional advancement. • Prepare and manage the budget for the institutional advancement division. • Ensure effective administration of student programs, events, and leadership development initiatives, working closely with the student services team to support a dynamic and inclusive campus environment.

10%	<p>Data and Reporting</p> <ul style="list-style-type: none"> • Oversee donor database management and ensure the integrity of donor and prospect records. • Regularly assess and report on the effectiveness of advancement activities, using metrics to refine strategies and achieve goals.
10%	<p>Recruitment and Enrollment Initiatives</p> <ul style="list-style-type: none"> • Provide strategic leadership for student recruitment efforts to attract and enroll a diverse and academically qualified student body. • Collaborate with the admissions team and other departments to develop and implement innovative recruitment strategies, including targeted outreach campaigns, high school partnerships, and community engagement. • Supervise recruitment staff, ensuring alignment with the college's enrollment goals and fostering a culture of collaboration and excellence. • Oversee the creation and distribution of recruitment materials, both digital and print, to effectively communicate the college's programs, culture, and value. • Analyze enrollment trends and data to refine recruitment strategies and achieve enrollment targets. • Act as a public ambassador for the college at recruitment events, including high school visits, college fairs, and community functions.
10%	<ul style="list-style-type: none"> • Other duties as assigned.

Posted

12/02/2024 with an application deadline of 12/23/2024.