

Approved FCC Job Description

Assistant Director Corporate Relations	4/24/14
Salary Plan and Grade: 14	Eligible for Overtime: No

General Description of the Job

This position is directly responsible for developing and managing the corporate and foundation giving program for Frederick Community College Foundation, Inc. and developing and coordinating marketing strategies for the Foundation. This position reports to the Executive Director Frederick Community College Foundation.

Essential Functions

The following are the functions essential to performing this job.

1. Manages the identification, cultivation and solicitation of leadership gifts from corporations and businesses and assists the Executive Director in the identification, cultivation and solicitation of leadership gifts from individuals.
2. Develops and manages the corporate giving plan through all phases of the giving process.
3. Visits up to 75 corporations and businesses annually as agreed upon with the Executive Director in support of position's annual goal.
4. Cultivates and maintains effective relationships with donors and prospective donors through creating and managing a model stewardship program, including the Dr. Carol W. Eaton Giving Societies.
5. Actively engages in hands-on fundraising through the development of creative long and medium term strategies intended to attract leadership gift donors to the college.
6. Strategizes with colleagues, including the Foundation's Executive Director and Development Committee, on corporate, business and individual giving prospects.
7. Broadens the corporate matching gift program and enhances gifts-in-kind.
8. Performs data analysis to assess corporation value, current economic impacts on companies, opportunities for engagement and giving abilities.
9. Develops and coordinates the Foundation's marketing strategies in partnership with the college's Marketing Office.
10. Coordinates with the Publications Office on the development of appropriate marketing materials for the Foundation.
11. Coordinates opportunities for donor engagement with the college's divisions and departments.
12. Leads the planning and implementation of prospect development events as assigned which may include business roundtables and the golf tournament.
13. Serves as the staff liaison to the Clutch the Future fundraiser co-chairs.
14. Prepares and administers overall event plans, project budgets and time lines acting as a staff liaison to the Foundation's Development Committee and to volunteer committees.
15. Supports the event chairs and volunteer efforts in the areas of committee recruitment and specific event activities, including meetings, acknowledgments, donor recognition and appreciation activities.
16. Assists in the development and implementation of a strategic plan for the Institutional Advancement Office/FCC Foundation, Inc.
17. Assists in the updating of the Raiser's Edge donor database for corporations, businesses and individuals.
18. Participates in and maintains professional affiliations (e.g., CASE) and keeps abreast of trends and best practices in the development profession.
19. Represents the Frederick Community College Foundation, the College and the Office of Institutional Advancement Office throughout the community. Participates as a member of one of the area's Rotary clubs (e.g., Fredericktowne; Carroll Creek; Frederick; Sothern Frederick County).

Other Functions

Individuals in this job may be assigned one or more of the following tasks on a rotating or as-needed basis.

1. Attends FCC Foundation Board and Committee meetings and functions as needed.
2. Plans and implements the Annual Giving campaign.
3. Assists as appropriate in the preparation of reports.
4. Performs other duties as assigned by the Executive Director.

Required Knowledge, Skills, and Abilities

The individual in this job must possess these skills and abilities or be able to explain and demonstrate that they can perform the essential functions of the job, with or without reasonable accommodation, using some other combination of skills and abilities.

1. Proven ability to work effectively and collaboratively with diverse constituents including faculty, staff, students, College trustees, Foundation Board members, corporate executives, community leaders and individual donors.
2. Knowledge of cultivation, solicitation, and stewardship strategies and techniques, particularly in the area of corporate and foundation fundraising
3. Proven ability to cultivate, solicit and steward donors.
4. Demonstrated knowledge of methods, practices and procedures for obtaining information about giving programs of corporations, businesses, and foundations.
5. Ability to maintain a high level of poise and professionalism in all situations and demonstrated experience and comfort in working with corporate and business executives.
6. Strong communication and interpersonal skills and proven ability to communicate clearly and persuasively, both orally and in writing.
7. Effective networking skills.
8. Pleasant and assured telephone manner.
9. Self-motivation and discipline to set and achieve work goals including the ability to work under pressure.
10. Awareness of higher education trends and developments.
11. Excellent organizational skills and demonstrated proficiency in planning and executing projects.
12. Ability to understand and successfully work within the dynamics of a higher education setting.
13. Demonstrated ability to independently identify and solve problems.
14. Proficiency in time and self-management.
15. Ability to initiate and negotiate change.
16. Attentiveness to details of multiple on-going assignments.
17. Ability to think critically.
18. Ability to effectively establish and meet priorities.
19. Ability to work with personal computers and knowledge of prospect tracking software or relational databases, Microsoft Office, e-mail and the Internet.
20. Ability to use varying styles, approaches, skills and techniques that reflect an understanding and acceptance of the role of culture in a diverse, multi-cultural workplace.

Qualification Standards

1. Education: Bachelor's degree required; Master's degree preferred.
2. Successful experience: Minimum of five years of directly relevant experience. Prior experience in corporate and/or foundation giving preferred.
3. Other preferences:

Performance Standards

The criteria for evaluation in this position include, but are not limited to, the following:

1. Launch and maintain a successful corporate and leadership giving program.
2. Meet visit and giving goals.
3. Establish and maintain new corporate and individual prospects.

Note: The College reserves the right to change or reassign job duties, or combine positions at any time.