

## **SOUTHWESTERN COMMUNITY COLLEGE DISTRICT**

**CLASS TITLE: FOUNDATION DEVELOPMENT COORDINATOR**

### **SUMMARY DESCRIPTION**

Under the direction of the Executive Director of the Office of Development and Foundation, perform a variety of responsible and complex technical and administrative programmatic duties related to fundraising, special events, and alumni activities and initiatives; partner with Southwestern College Foundation and community members to coordinate and organize a variety of activities related to supporting the philanthropic and alumni engagement efforts of the District.

### **REPRESENTATIVE DUTIES**

*The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.*

1. Provide coordination and implementation of special events, annual campaigns, and the alumni association activities; identify and engage alumni to support District, students, and philanthropic efforts. **E**
2. Assist with the planning and implementation of alumni fundraising goals on behalf of the Foundation including an annual fund drive, scholarship fundraising, and special events. **E**
3. Develop and implement successful strategies for annual giving, alumni outreach, and special events designed to identify, cultivate, and strengthen relationships with new and existing donors, alumni, and community members. **E**
4. Identify and recruit key community, corporate, and alumni volunteers whose focus is development. **E**
5. Prepare and deliver speeches and presentations to community organizations, campus groups, business groups, and boards to develop institutional support, raise the Southwestern Community College District's profile, and cultivate new relationships. **E**
6. Develop and implement marketing strategies to promote alumni engagement and support. **E**
7. Create and/or coordinate the publication of alumni publications including brochures, annual reports, and the alumni web sites. **E**
8. Ensure the overall accuracy and integrity of alumni databases and special event records. **E**
9. Provide staff support to SWC Foundation Board, committees, and other groups as assigned; provide necessary and pertinent information and reports prior to meetings; facilitate activities as needed and as requested by the Executive Director. **E**
10. Update and maintain social media pages for Foundation including Alumni-specific accounts. **E**
11. Develop fundraising objectives and strategies in conjunction with the Executive Director including targeted constituency groups and prospect research efforts. **E**
12. Attend various meetings and conferences.

13. Perform related duties and responsibilities as required.

### **KNOWLEDGE AND ABILITIES**

#### **Knowledge of:**

Principles and practices related to fundraising and alumni organizations.  
External funding sources.  
Fundraising and Alumni technologies such as Blackbaud Raiser's Edge, and AlumniLive.  
Effective marketing and public relations techniques.  
Concepts, principles, and practices of event planning and production.  
Methods and techniques of public relations.  
Database management programs and computer literacy.  
Interpersonal skills using tact, patience, and diplomacy.  
Advanced oral and written communication skills.  
Techniques and strategies of recruiting and managing volunteers.  
District organization, operations, policies, and objectives.  
English usage, grammar, spelling, punctuation, and vocabulary.  
Office procedures, methods, and equipment including computers and applicable software applications such as word processing, spreadsheets, and databases.  
Pertinent federal, state, and local laws, codes, and regulations including applicable sections of the State Education Code and other legal requirements related to fundraising.

#### **Ability to:**

Perform a variety of responsible and complex technical and administrative programmatic duties related to fundraising, special events, and alumni activities and initiatives.  
Work as part of the Development and Foundation team as well as amongst the larger constituency groups of the District.  
Exhibit leadership skills in carrying out daily responsibilities.  
Organize and follow through with highly complex tasks.  
Implement successful large-scale events and projects.  
Develop a variety of marketing materials.  
Effectively develop and present information to individuals and groups.  
Organize and facilitate committees.  
Establish timelines; plan and organize work to meet schedules and changing deadlines.  
Write and edit materials for specific target audiences.  
Effectively represent SWC Foundation to outside individuals and agencies in accomplishing the goals and objectives of the Foundation.  
Respond tactfully, clearly, concisely, and appropriately to inquiries from the public, staff, or other agencies on sensitive issues in area of responsibility.  
Train, lead, and provide work direction and guidance to volunteers and student workers.  
Participate in the development and administration of policies and procedures related to assigned activities.  
Exercise a high level of independent judgment and personal initiative; use sound judgment in recognizing scope of authority.  
Analyze situations accurately and adopt an effective course of action.  
Operate office equipment including computers and supporting word processing, spreadsheet, and database applications.  
Adapt to changing technologies and learn functionality of new equipment and systems.

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**Foundation Development Coordinator - *Continued***

Work with and exhibit sensitivity to and understanding of the diverse racial, ethnic, disabled, sexual orientation, and cultural populations of community college students.  
Communicate clearly and concisely, both orally and in writing.  
Establish and maintain effective working relationships with those contacted in the course of work.

**EDUCATION AND EXPERIENCE**

Any combination equivalent to: Two years of college level course work in business administration, public administration, marketing, or related field; and five years of increasingly responsible programmatic experience involving fundraising in a nonprofit/foundation setting and/or in alumni relations including one year of event planning and production experience.

**LICENSE OR CERTIFICATE**

Valid California driver's license and a safe driving record.

Professional certification in fundraising management and/or practices is preferred.

**PHYSICAL DEMANDS AND WORKING ENVIRONMENT**

*The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.*

**Environment:** Work is performed primarily in a standard office setting with frequent interruptions and distractions; extended periods of time viewing computer monitor; regular interaction with individuals inside and outside the District; possible exposure to dissatisfied individuals. Travel to various locations and work outside of normal business hours may be required in order to attend meetings, conferences, and events.

**Physical:** Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information. Occasionally drive a vehicle to travel to other offices and locations.

**Vision:** See in the normal visual range with or without correction.

**Hearing:** Hear in the normal audio range with or without correction.