



Human Resources
POSITION DESCRIPTION (HR 120)

CLASSIFICATION: Administrator II	DEPARTMENT: College of Agriculture, Food & Environmental Sciences
WORKING TITLE: Director of Development	FLSA: Exempt
	INCUMBENT:

PURPOSE:

Founded in 1901, Cal Poly is one of only five comprehensive polytechnic universities in the nation, with approximately 21,000 undergraduates, 120 post-baccalaureates, and 950 graduate students. U.S. News & World Report has ranked Cal Poly #1 among public master's universities in the western United States for 24 consecutive years. Cal Poly is a residential campus, with an on-campus population of approximately 8,000, primarily an undergraduate university, Cal Poly offers 65 baccalaureates and 27 master's degrees. The university is organized into six colleges with two-thirds of the university's students majoring in agriculture, architecture and environmental design, business, or engineering. Cal Poly is among the most selective universities nationwide; student quality is high, with applications significantly exceeding admissions. Accredited by the Western Association of Schools and Colleges, Cal Poly is a member of the Association of Public and Land-grant Universities and the American Association of State Colleges and Universities.

Cal Poly's College of Agriculture, Food and Environmental Sciences (CAFES), the largest non-land grant agricultural program in the United States by a factor of three, awards nearly half of all baccalaureate agriculture degrees granted in California. The college is a leader providing students with real world skills based on learn by doing laboratory and field intensive curriculum, contemporary instructional technology, and uncommon access to senior faculty in small class settings. The college spans more than 6,500 acres of land adjacent to the campus core and consists of nine departments, and approximately 170 faculty, 80 staff, and 4,000 students in 15 majors. In addition, the college is home to a number of unique enterprise projects, centers and institutes, and is responsible for the operation and maintenance of Swanton Pacific Ranch, a working ranch in Santa Cruz, California with over 3,300 acres of rangeland and cropland.

The role of University Development (UD) is to provide a seamless and coordinated program of outreach that fosters strong relationships with internal and external partners to enhance support for Cal Poly. UD works in close collaboration with Cal Poly stakeholders, garnering the support necessary to fulfill the University's mission and accomplish its strategic goals. UD has broad responsibilities- fundraising, communications/marketing, alumni relations, and government relations, and operates in a model that requires and encourages collaboration with partners across campus.

The CAFES Advancement Office is responsible for all aspects of external relations for the College including strategic planning for and implementation of fundraising programs designed to secure growing levels of private funding in support of the mission and vision of CAFES. The CAFES advancement team serves and partners with the College's leadership, faculty and staff and works closely with the University Development division to achieve these goals. Important elements of the CAFES advancement effort include outreach and engagement with alumni, friends, corporate partners, foundations, key volunteers, parents, media and community leaders.

Under the direction of the Assistant Dean of Advancement and External Relations, the Director of Development is responsible for providing advancement and fundraising services designed to increase private support for the priorities of the CAFES and the University. This position works collaboratively with the Assistant Dean of Advancement and External Relations and the CAFES Advancement team to strategically plan, articulate, and implement all advancement-related external relations activities to meet the vision and mission of CAFES and its constituent departments and programs.

The CAFES Director of Development (Director) is responsible to identify prospects, coordinate and execute visits, and to appropriately develop and implement cultivation strategies that promote CAFES fundraising priorities. This position works collaboratively with university and college/unit leadership to plan and execute major gifts strategies and works closely with the central fundraising teams, including planned giving, campaign programs and events, annual giving, and prospect management and research.

The Director of Development position has an annual goal of approximately 120 in-person visits and is expected to primarily solicit gifts at \$25,000 and above. The Director is responsible for assisting with gift documentation and preparing related reports as needed.

This position represents the University by outreaching to alumni, friends, parents, key volunteers, and industry partners. The Director will be responsible for communicating effectively and collaborating with on-campus personnel including those in the University Development Division to foster a team approach in an effort to achieve the external relations goals of their College/Unit.

DUTIES AND RESPONSIBILITIES:

The following examples illustrate typical work activities and are not meant to be all inclusive or restrictive:

ESSENTIAL JOB FUNCTIONS

Daily

90%

Under the direction of, and in consultation with the CAFES Assistant Dean of Advancement & Ext. Relations, the Director of Development is responsible for cultivating the interest, involvement, and support of prospective major gift donors through personal visits, events and correspondence. This position also works closely with the CAFES advancement team, associate deans, department heads, faculty, key staff, and university-reporting advancement staff, and is responsible for coordinating specified fundraising initiatives, advancement efforts, and alumni activities for the college/unit.

- Identify, qualify, cultivate, solicit and steward prospective donors for major, leadership and planned gifts to college/unit.
- Effectively manage follow-up and reporting requirements in an appropriate manner.
- Maintain annual goal of 120 in-person contacts and 24 solicitations, or other goals as assigned.
- Discover and qualify new prospects for support of college/unit with emphasis on prospects capable of donating \$25,000 and more.
- Develop and manage a personal portfolio of prospective major donors, while maintaining confidentiality.
- Develop and propose strategies for solicitation of major gifts including: determining ongoing relationships with prospects/donors; recommending specific purpose and level of gift; identifying those to be involved in cultivation and subsequent solicitation; assuring that solicitations are carried out.
- Create strategies and approaches to generate ever-higher levels of giving to college/unit.
- Provide requested input to campus alumni relations staff to maintain an active alumni relations program, including the development and implementation of new, innovative strategies to enhance the current program as appropriate.
- Assist department heads/chairs with advancement activities and communications, as appropriate.
- Participate in the development and maintenance of a strong donor stewardship program that ensures donor acknowledgement with appropriate and timely recognition correspondence that complies with campus procedures and keeps information current in the advancement information management system.
- Stay informed about department and college activities and seek opportunities to positively publicize and promote significant activities, particularly those leading to private support.
- Work with volunteers in support of advancement goals, as appropriate.
- Cultivate and maintain positive relationships with college/unit constituents including faculty, staff, donors, alumni, industry partners and volunteers, including members of college/unit advisory boards.
- Advise, guide, prepare and debrief academic and volunteer leaders in carrying out their development responsibilities to ensure effective cultivation and stewardship of donors and prospective donors.
- Interact and exchange ideas with the University Development office and campus-wide advancement directors and associate directors about research, prospect assignments, cultivation and solicitation of potential donors, and special events for alumni outreach and developing major donor relations.
- Collaborate effectively with other university fundraisers in an effort to enhance opportunities for gifts from donors/prospects.
- Assist with Cal Poly Fund activities for college/unit as appropriate. Provide regular reports of college/unit campaign accomplishments and directing strategies for goal fulfillment. Conduct regular assessments of the success of a specified range of college/unit fundraising goals and overall advancement activities.
- Ensure all development activities are conducted in accordance to the fund-raising policies and procedures of CSU and University Development;
- Engage with campus and college volunteer leadership in supporting fundraising priorities and assist departments in maximizing the development impact of their Advisory Board members.

OTHER JOB FUNCTIONS

As Needed

10%

- Perform other job-related duties and special projects as assigned.
- Attend training and maintain skill currency as appropriate to safely and effectively complete assignments.
- Assist with event and meeting planning as needed. Events may be on or off campus and may include small or large cultivation events, advisory board meetings or other gatherings that advance the college/unit's goals.

MINIMUM QUALIFICATIONS:

EDUCATION AND EXPERIENCE: A Bachelor's Degree is required with at least five years of progressively responsible professional experience, including a minimum of three years in sales, development, advancement, fundraising or a related field. Demonstrated experience in development, major gifts fundraising, donor relations, marketing, planned giving or other related professional field is required. Experience in a university setting is preferred.

LICENSES, CERTIFICATES, DEGREES, CREDENTIALS: Possession of a valid driver's license or the ability to obtain by date of hire.

REQUIRED QUALIFICATIONS (SKAs):

- Demonstrated customer service experience requiring a very high level of diplomacy and professionalism.
- Ability to identify, organize and conduct potential major gift donor contacts.
- Demonstrated experience in developing and cultivating contacts within the advancement community.
- Demonstrated experience and success in major gifts fundraising, marketing, planned giving, or other related professional field, preferably in a university setting. Ability to thrive in an environment of change.
- Knowledge of the financial structure of donations, to include cash, gifts-in-kind, stocks and securities.
- Experience in record keeping, using principles of accounting, budgeting, etc.
- Ability to participate with a high-level of responsibility in a large, complex, and successful, program with annual and multi-year goals in a major long-term capital project campaign.
- Knowledge of prospect management systems, fiscal administration, and volunteer development.
- Ability to utilize the alumni relations database and prospect management systems as organizational tools.
- Ability to analyze information and data from a variety of sources and present information and recommend solutions.
- High-energy, collaborative, and productive working style.
- Well-developed human and customer service skills necessary to maintain cordial relations with donors, prospects, alumni, faculty, staff, and administration.
- Ability to function smoothly in social situations and to communicate goals and programs in one-on-one or group settings.
- Strong interpersonal skills and the ability to effectively interact with diverse constituencies, both inside and outside the University, including: donors, faculty, staff and volunteers to ensure fundraising goals and priorities are met. Experience in developing relationships with key stakeholders.
- Ability to use tact and diplomacy to effectively handle a broad range of high level and sensitive interpersonal situations with diverse personalities, and to respond appropriately to conflicts and problems.
- Demonstrated ability to maintain high standards of conduct and confidentiality dealing with various internal and external constituencies.
- Demonstrated ability to use sound judgment, discretion, tact, and a willingness to take initiative. Ability to represent Cal Poly and University Development in a positive manner on campus and with external constituencies.
- Experience working collaboratively in a team environment; volunteer management, ability to plan, implement, and manage multiple projects to meet deadlines with a finished and effective product. Must possess a high level of independent thinking, creativity, self-motivation to changing priorities.
- Ability to initiate, establish, and foster communication and teamwork by maintaining a positive, cooperative, productive work atmosphere in and outside the University with the ability to establish and maintain effective working relationships within a diverse population and with those from various cultural backgrounds.
- Excellent computer skills and proficiency with a variety of computer equipment and applications including word-processing, spreadsheets, databases, on-line systems, presentation programs, Internet as well as online calendaring and email.
- Ability to interpret, communicate, and apply policies and procedures.
- Ability to handle competing priorities in a complex development environment. Exceptional organizational skills, with demonstrated ability to plan, coordinate, prioritize, and effectively execute multiple activities and events, and meet established deadlines.
- Experience in fundraising communications, and a personal commitment to the mission of University Development and the University.
- Knowledge of marketing strategies.
- Excellent written and verbal communication skills, including ability to write and speak persuasively about Scholarship and/or the University. Ability to write concisely and clearly, edit and rewrite materials submitted by others, to revise documents quickly to meet deadlines, and make effective presentations. Ability to produce professional documents that meet high standards for appearance, grammar, spelling, and clarity. Thorough knowledge of English grammar, spelling and punctuation.
- Working knowledge of or ability to quickly learn University infrastructure, policies and procedures.

PREFERRED QUALIFICATIONS:

- Master's Degree preferred.
- Demonstrated skills in an institutional/educational environment utilizing a customer-oriented and service-centered attitude.
- Fundraising experience in a higher education or similar advancement setting.
- Previous capital campaign, major gift cultivation and/or donor solicitation experience is desired.
- Knowledge of and ability to apply standard theories, practices, principles and techniques related to communications and graphics.

SPECIAL CONDITIONS:

- Must be willing to travel and attend training programs off-site for occasional professional development.
- Must be able to work flexible hours, to meet deadlines and to attend on- and off-campus events or meetings.
- Must be willing to regularly travel during the week and/or weekends to meet with donors and other potential supporters and to attend out-of-town meetings, special events, conferences, and training programs off-site for occasional professional development.
- Must be able to work overtime, occasional holidays, and adjust working hours to meet special jobs. May be called back periodically to perform work as needed on an emergency basis.
- The person holding this position is considered a 'mandated reporter' under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 as a condition of employment.
- Must be able to successfully pass a pre-employment background/fingerprint check.
- This position is a "designated position" in the California State University's Conflict of Interest Code. The successful candidate accepting this position is required to file Conflict of Interest forms subject to the regulations of the Fair Political Practices Commission.
- Full-time MPP employees are required to disclose outside employment at time of hire or within 30 days of taking additional outside employment subsequent to time of hire.
- This position classification has been defined as "Exempt" and is not subject to the overtime provisions of the Fair Labor Standards Act (FLSA).