



**Human Resources**  
**POSITION DESCRIPTION (HR 120)**

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**CLASSIFICATION:** Administrator III

**DEPARTMENT:** CAED

**WORKING TITLE:** Assistant Dean of Development  
and External Relations

**FLSA:** Exempt

**INCUMBENT:**

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**POSITION DESCRIPTION:**

The Assistant Dean of Development and External Relations is responsible for the creation and implementation of college-wide development and advancement initiatives. Additionally, the position will coordinate campaigns that enhance or promote fundraising and public relations efforts consistent with the mission and vision of the College of Architecture and Environmental Design (CAED). The incumbent will cultivate the involvement and future support of prospective donors and supporters; manage a comprehensive and dynamic marketing program; recruit, train, support and motivate volunteers; and provide administrative oversight of all development processes. The incumbent will work in collaboration with the University Development team, reports to the Dean of the College and works under the joint direction of the Associate Vice President for Advancement Operations.

This position is responsible for a full range of management duties including: effective fundraising efforts; establishing and monitoring priorities; reviewing, evaluating, and adjusting goals; developing recommendations for changes in programs; representing the college at all development events; and supervision of advancement and external relations staff. In addition, the incumbent will provide extensive strategic planning for extraordinary development projects that have multiple-year objectives and major impact on the future of the college. The incumbent will be delegated authority, in consultation with the Dean, over long-term capital projects; special programs; and relationships with high-profile contacts within professions, industries and agencies involved in shaping the built environment.

**COLLEGE, UNIVERSITY AND REGIONAL CONTEXT:**

With approximately 1,800 students and 145 faculty and staff, Cal Poly's College of Architecture and Environmental Design (CAED) is the largest of its type in the nation with seven degree programs in five closely related departments: Architectural Engineering, Architecture, City and Regional Planning, Construction Management, and Landscape Architecture. It is among the the most selective schools of architecture and design nationwide. For decades the CAED's nationally ranked, accredited programs and over 16,000 alumni have been a positive influence on forces that shape the planning, design and construction worlds. The common educational goal shared by all academic programs within the CAED is excellence in preparing tomorrow's architecture and environmental design leaders. The CAED's programs are distinguished by their active incorporation of hands-on-learning experiences and their close instructional relationship to professions and industries, as well as public agencies and community constituents.

Founded in 1901, Cal Poly is one of only five comprehensive polytechnic universities in the nation, with approximately 19,000 undergraduate, 120 post-baccalaureate, and 900 graduate students.. U.S. News and World Report has ranked Cal Poly #1 among public master's universities in the western United States for 23 consecutive years. A primarily undergraduate university, Cal Poly offers academically focused students 62 baccalaureate degrees, 78 minors and 27 master's degrees. Cal Poly takes pride in its "Learn by Doing" approach to teaching and learning. One of the 23 campuses of the California State University system, Cal Poly has a statewide mandate as a polytechnic university and highly selective admissions. Situated on 1,321 acres, 155 of which make up the campus core, Cal Poly is one of the largest land-holding universities in the nation and uses all of its land holdings in active support of its educational programs. 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 is located in historic San Luis Obispo, a city of 44,000, 12 miles from the Pacific Ocean and midway between San Francisco and Los Angeles on California's scenic Central Coast. With excellent public education resources, recreational facilities and an expanding dedication to the arts, the area is known for its beautiful landscapes and extraordinary temperate climate.

**DUTIES AND RESPONSIBILITIES:**

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

**ESSENTIAL JOB FUNCTIONS (90%)**

**CAED Development Program Management**

This position serves the college by developing and implementing a college-wide advancement program which includes fundraising, alumni and industry relations, marketing, and public affairs in compliance with Cal Poly and CSU policies and procedures while employing higher education advancement best practices. The incumbent will be responsible for CAED strategies and goals related to an upcoming comprehensive campaign, including the development of transformational fundraising goals, increased development marketing efforts and growing the CAED advancement team as necessary and as funds are available for the successful completion of said campaign.

In collaboration with the dean, associate deans, department heads, key faculty, University Development staff, volunteer organizations, alumni and friends from various regions of California and beyond, the incumbent will develop and execute a comprehensive development plan with multi-year objectives, in line with the college's goals and priorities. The assistant dean is expected to follow policies, procedures and protocols as established by University Development and work collaboratively with peers across campus to maintain a donor-centered philosophy. The Assistant Dean for Development and External Relations will:

- Develop strategies and programs to identify and prioritize college needs that can be met with private support, and pursue with development efforts.
- Develop dynamic fundraising objectives targeting the college's major supporters by cultivating the interest, involvement, and support of prospective donors through correspondence, personal visits, meetings, and events.
- Provide leadership and stewardship for the college's corporate and foundation development efforts and individual donors. Identify, qualify, cultivate, solicit and steward prospective donors for annual, major, leadership and planned gifts.
- Develop and implement solicitation campaigns targeted at alumni, corporations, foundations and friends of the university, including annual and parents' solicitations. Collaborate with the Annual Giving program to enhance the CAED's annual giving goal and monitor progress for goal fulfillment.
- Develop and participate in a sophisticated and strategic system of prospect identification and evaluation. Discover and qualify new prospects within the CAED constituency that merit the attention of the Dean and assist the Dean in preparation for and during such visits.
- In conjunction with input from the Dean and the Associate Vice President of University Advancement, prepare, manage and execute the annual development plan. Responsible for personal and college goals that result from the annual advancement plan.
- Serve on campus and college-wide committees related to advancement.

**Donor and External Relations**

In support of donor and external relations, the incumbent will:

- Maintain positive relationships with the CAED's external constituents including alumni, donors, industry and professional partners, and volunteers, such as campaign leadership and Dean's Leadership Council members.
- Develop written proposals for presentation to major donors, corporate sponsors and foundations.

- Develop gift agreements and confer with appropriate administrative personnel to secure closure of the gift.
- Oversee accounting, gift recording and acknowledgement procedures and reporting.
- Answer donor and prospective donor questions and inform them about CAED and university programs.
- Oversee compliance for in-kind giving.

### External Communications

As the lead administrator who manages the college's external communications, the incumbent will:

- Plan and implement public communication and marketing programs, including printed materials and websites, news releases, and coordination of internal and external publicity programs.
- Supervise CAED staff and consultants carrying out development related communications and marketing activities. Set strategic direction related to such activities.
- Maintain positive relationships to enhance the CAED's image.
- Promote a prestigious identity for the college that is consistent with the Cal Poly and CAED brands.
- Promote fundraising activities including social functions.
- Plan and execute donor relations events.
- Attend all major CAED fundraising events and represent the college in a positive light to donors, prospective donors and other constituent groups.
- Represent the dean as appropriate and necessary at fundraising events, through correspondence and in private meetings with donors and potential donors.
- Confer with representatives of fund-raising-related constituent organizations and maintain an atmosphere of teamwork between the various constituents.
- Coordinate with department heads and faculty to ensure effective communication and partnerships with alumni and prospective donors and maintain an atmosphere of teamwork with various constituents.

### Staff Supervision

The assistant dean will:

- Direct the selection, training, work assignments, scheduling, performance evaluation and discipline of the college's development and public relations staff and consultants.
- Provide direction and training for volunteers working on development programs.
- Collaborate with the Dean and Associate Vice President to identify funding sources for new advancement staff as necessary and develop priorities for new staff positions.

### Advancement Budget & Reporting

As the manager of the college's advancement activity, the assistant dean will:

- Plan multi-year budgets for implementing the CAED's short- and long-term advancement objectives.
- Develop and manage a yearly operating budget, maintain control and ensure expenditures remain within budget.
- Prepare reports and other information to keep the dean of the CAED and associate vice president for development informed of progress, on a regular basis, of advancement opportunities, progress, and problems encountered.

### OTHER JOB FUNCTIONS (10%)

This may include other duties assigned by the Dean of the CAED and the Associate Vice President for Development, activities necessary to perform the responsibilities of the position, and professional development

that maintains currency in the field of higher education advancement and familiarity with changes to university policies and procedures.

### **MINIMUM QUALIFICATIONS:**

#### EDUCATION AND EXPERIENCE:

- A Bachelor's degree.
- A minimum of eight years of progressively responsible professional experience including a minimum of five years in development, advancement, sales, marketing, public relations or a related field. Demonstrated experience in development, major gifts fundraising, marketing, planned giving, sales or other related professional field, with preference for experience in a university setting, is required.

#### LICENSES, CERTIFICATES, DEGREES, CREDENTIALS:

- Possession of a valid driver's license or the ability to obtain by date of hire.

### **REQUIRED QUALIFICATIONS (SKAs):**

- Previous campaign, major gift cultivation and/or donor solicitation experience.
- Extensive demonstrated experience in developing and cultivating contacts within the advancement community.
- Demonstrated ability to independently manage a large, complex, and successful, program with annual and multi-year goals in a major long-term capital project campaign.
- Exhibits a high-energy, collaborative, and productive working style.
- Experience in drafting complex proposals to corporations, private foundations, and individuals that include detailed goals, work plans and evaluative mechanisms.
- Ability to interpret, communicate and apply policies and procedures.
- Strong knowledge of prospect management systems, fiscal administration, and volunteer development.
- Excellent organizational and time management skills with the ability to set own priorities to coordinate multiple assignments with fluctuating and time-sensitive deadlines.
- Ability to utilize a variety of computer applications, including word-processing, spreadsheet, database, calendaring, email, and online applications.
- Ability to utilize the alumni relations database and prospect management systems as organizational tools.
- Ability to identify, organize, and conduct potential major gift donor contacts, significant experience and/or expertise in fundraising communications, and a personal commitment to the mission of college and the University.
- Strong organizational and demonstrated administrative, leadership, and staff supervision skills.
- Successful management style characterized by a commitment to collaboration and creativity. Recognized as an effective advocate, who exhibits high ethical standards of conduct and confidentiality in dealing with various internal and external constituencies.
- Demonstrated customer service experience requiring a very high level of diplomacy and professionalism.
- 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.
- 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 communication skills; ability to effectively communicate information in a clear and understandable manner, both verbally and in writing.
- Experience in record keeping, using principles of accounting, budgeting, etc.
- Ability to quickly learn CAED and University infrastructure, policies and procedures.

### **PREFERRED QUALIFICATIONS:**

- Demonstrated skills in an institutional/educational environment utilizing a customer-oriented and service-centered attitude.
- Advanced degree in a related field.
- Fundraising experience in a University setting.
- Demonstrated interest in subjects related to the planning, design and construction of the built environment.

**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 additional hours, 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).