

RAMAPO COLLEGE OF NEW JERSEY

JOB DESCRIPTION

TITLE: Vice President for Institutional Advancement, Executive Director of the Ramapo College Foundation (D37, Vice President)

DESCRIPTION POSITION NUMBER: 637047

UNIT/DIVISION: Institutional Advancement

INCUMBENT: Cathleen Davey

RAMAPO COLLEGE OF NEW JERSEY:

Mission: Ramapo College of New Jersey is New Jersey's Public Liberal Arts College, dedicated to providing students a strong foundation for a lifetime of achievement. The College is committed to academic excellence through interdisciplinary and experiential learning, and international and intercultural understanding. Ramapo College emphasizes teaching and individual attention to all students. We promote diversity, inclusiveness, sustainability, student engagement, and community involvement.

Established in 1969, Ramapo College offers bachelor's degrees in the arts, business, humanities, social sciences and the sciences, as well as in professional studies, which include business, elementary education, nursing and social work. The College also offers articulated programs, including dental, optometry, chiropractic and health professions, as well as visual arts therapy and law, with colleges and institutions in New Jersey and New York.

Undergraduate students may choose to concentrate their studies in one of five schools with more than 539 course offerings and more than 36 academic programs. Ramapo College boasts an average student/faculty ratio of 18:1 and an average class size of 23; affording students the opportunity to develop close ties to the College's exceptional faculty.

The College offers part-time graduate programs leading to degrees in Accounting, Business Administration, Educational Technology, Educational Leadership, Nursing, Social Work and Special Education.

Position Type/Expected Hours of Work:

This is a full-time, managerial position, and days of work and hours are Monday through Friday, 8:30 a.m. to 4:30 pm. Note: This position is in the "NL" category of employment (non-fixed work week) and individuals in this role have no claim or entitlement to time off or cash compensation for hours worked beyond their normal schedule. Occasional evening and weekend work may be

required as job duties demand. Compensatory time will not be granted for work done as an extension of the regular work day. It is the policy of the College to grant hour for hour compensatory time off, with advance approval, only when employees are required to work on a holiday. Time earned must be used within one fiscal year from the time it is earned.

REPORTS TO:

Under the direct supervision of the Chairman of the Foundation Board of Governors and the general supervision of the College President

SUPERVISES:

Assistant Vice President for Institutional Advancement, Assistant Vice President for Marketing and Institutional Relations, Director of Development, Director of Annual Giving and Alumni Relations, and the Coordinator of Donor Relations

JOB SUMMARY:

Serving as the Chief Institutional Advancement Officer of the College, the Vice President has leadership, administrative, and budgeting responsibilities for an integrated, comprehensive internal and external college advancement program. This program includes: alumni relations, annual giving, capital campaign, planned giving, corporate and foundation relations, donor relations, grants administration, prospect research, government relations, community relations, marketing, web administration and public relations.

DUTIES:

- Prepare a comprehensive development plan for Ramapo College with special emphasis on increasing the College Annual Fund, reinvigorating the Business Partners program, securing needed capital funds, and increasing grant awards from government, private and corporate foundations. The vice president serves as the principal architect of major capital campaigns for the College and advises the President and the Board of Governors on the planning and execution of such efforts.
- Play a key role in institutional planning that integrates educational, fiscal and development goals. In concert with the President and the Board of Trustees, the vice president is expected to engage in strategic discussions and develop programs to strengthen the financial resources of the College and to devise effective methods to communicate with the external constituencies of the College community.
- The vice president is expected to have an understanding of the academic programs and their strengths and needs. The vice president interacts frequently with the vice president for academic affairs and the vice president for administration and finance and other senior officers in both understanding institutional needs and serving as an articulate and effective spokesperson for Ramapo in the marketing of such needs.
- Advise on the development of policy and procedures to build alumni support for Ramapo, and develop programs, projects and initiatives through which alumni can assist the College in achieving stated institutional goals. Approve office objectives, annual goals, work plans, budgets, and publications. Share in the development of Annual Fund strategies for alumni, friends, board members, parents, faculty, staff, and graduating seniors.

- Serve as a liaison between Ramapo and state and federal government officials by participating in the legislative authorization, budget and appropriations process; coordinating various campus events and visits for legislators; and by keeping congressional and state legislators updated on the progress of college projects and issues of interest to their offices.
- Provide counsel and approve annual marketing plans, market research studies, special events, publications, media public relations, graphic standards, print shop and web administration. Ensure that marketing activities conducted by units is both supportive and cohesive with the approved strategic marketing goals of the College.
- Further the development of the Board of Governors, serve as an ex-officio member, manage its investments, prepare its board materials, orient new members, and engage in fund-raising activities.
- Recruit, train, motivate, develop and evaluate the Institutional Advancement and Foundation staff.
- Perform other duties as assigned.

EEO STATEMENT:

Ramapo College is an Affirmative Action/Equal Employment Opportunity Employer. Ramapo has a long history of advocating, advising, and supporting diversity, equity, and inclusiveness. Examples can be found in its mission statement, strategic plans, degree and course offerings, community outreach programs, the Diversity Action Committee offerings, and the other numerous diversity conferences and programs. Ramapo's commitment to diversity and inclusion is infused across all facets of the College; where the environment is welcoming, dedicated to social justice, respectful of freedom of expression, focused on educating and having an ongoing conversation regarding cultural competence and the benefits and importance of diversity

