



## Job Description

**Job Code:**

**Job Title:** Director of Advancement

**Office:** Advancement Office

**Supervisor:** Vice President for Advancement

### Job Objective/Summary

Working closely with the Vice President for Advancement, the Director of Advancement is responsible for devising, managing and supervising the implementation of the advancement office activities and services to increase, diversify and sustain support in the full spectrum of philanthropic funding for Bethlehem University, as well as to leverage the quality and impact of the communication work to enhance the University's image in all fields. The Director develops and implements strategies for identification, cultivation, solicitation, stewardship and retention of local and international donors for all approved fundraising priorities at the University.

Furthermore, The Director shall be responsible for enhancing and expanding the services provided by the Advancement Office for the development, advancement-related communications, and alumni relations programs at the University.

This position receives direct supervision from the Vice President for Advancement.

### Duties & Responsibilities

#### Main routine duties

##### 1. Leading and Supervising:

- a. Lead, oversee and mentor the Staff in the Development, Communications & External Relations and Alumni departments, and communicate fundraising goals and progress.
- b. In coordination with the Vice President for Advancement, establish and implement short-term and long-term departmental goals and objectives; evaluating program effectiveness and implementing changes required for improvement.
- c. Ensure that the Development, Communications & External Relations and Alumni departments achieve their agreed upon goals as set forth by the Vice President for Advancement effectively and efficiently as possible.
- d. Ensure that the professional development needs of the subordinates are identified and a plan is designed and implemented to address these needs where appropriate.

##### 2. Fundraising and Portfolio Management, with particular focus on the local and Diaspora Arab Community:

- a. In coordination with the Vice President for Advancement, develop, execute and periodically review an effective and comprehensive strategic fundraising and communication plans with particular focus on the Board of Trustees, Alumni,

University Faculty and Staff, the local Palestinian community, and the Friends of Bethlehem University in various countries including the Arab World and in the Diaspora;

- b. In collaboration with the Development, Communications & External Relations and Alumni Officers and in direct consultation with the Vice President for Advancement, prepare annual development and communication work plans, and set out income/funding and communication goals;
- c. Carry out prospective research on donors to identify, cultivate, pursue, secure and retain major donor support locally, regionally, and in the Diaspora;
- d. Research, write and track grant/application proposals for special programs and major gift requests including naming opportunities for buildings, capital projects, scholarships... etc., and report to multiple donor sources.
- e. Expand and diversify donor base/pipeline and work closely with the University's internal community to secure funding for existing and new initiatives/programs;
- f. Develop key external alliances by cultivating individual and philanthropic support particularly from the Arab world and in the diaspora ;
- g. Maintain and manage a dynamic portfolio of high net worth donor organizations and individuals, and secure major capital, and planned gifts, as well as advanced annual gifts and endowment support;
- h. Organize and execute annual fundraising events, special appeal initiatives, direct capital campaigns, and major gift solicitation activities utilizing best practices to meet or exceed the annual development income/funding goals;
- i. Ensure proper Donors' Stewardship in place including accurate and timely acknowledgment and reporting on gifts;
- j. Promote positive relations with and among the Palestinian community, civic, and organizational leaders – ensuring that local and international media and communication plans effectively include the Arab constituents of the University stakeholders;
- k. Serve as an exemplary University advocate in the Palestinian community, with religious and educational institutions, business and corporate partnerships, governmental and diplomatic representatives and other official bodies, and build relationships that closely link the community with the University;
- l. Devise and implement effective internal and external messaging and methods of effective advancement communication;
- m. Assess and enhance the effectiveness of current fundraising and communication efforts particularly relating to the Arab world and in the diaspora;
- n. Work collaboratively with the University administrators and maintain updated knowledge of University-wide and Department-level development plans so as to appropriately promote the University's priorities, needs, and image to constituents;
- o. Comply with and enforce the University's policies and procedures, particularly those related to the Advancement office.

### **Periodic Duties:**

1. Provide detailed reports to the Vice President for Advancement on the status of activities and fundraising performance of various stakeholders.
2. Hosting pilgrim and other groups and visitors (local, national, and international Palestinian and Arab officials as well as other VIPs).
3. Coordinate and/or assist in the publishing of articles and media releases, especially during crises and significant university events.
4. Provide financial oversight for the Advancement Office, including budget planning and

expense tracking.

5. Attend conferences and professional development seminars to stay current with fundraising policies, grant writing, as well as donors' requirements.

**Responsibilities:** (Such as membership on committees or councils).

1. Serve as primary liaison officer with the Friends of Bethlehem University in the Gulf, the UK, and elsewhere as required.
2. Serve on the Fundraising Committee.
3. Serve on the Graduation Committee.

**Special Working Conditions:**

1. Working hours are generally Monday through Friday with some evening and weekend flexibility required, especially considering senior-level responsibilities and travel required to fulfill responsibilities, especially with fundraising in the Arab world and among Palestinians in the Diaspora.
2. Ability to travel regionally and internationally.

**Qualifications:**

**Minimum qualifications include:**

1. Bachelor's degree in Management, Marketing, Public Relations, or other applicable field required; Master's degree preferred in any related field.
2. At least five years of professional and successful fundraising experience with proven track record in marketing or senior administrative and leadership experience, preferably in higher education or non-profit establishments.
3. Proven record of knowledge in the full spectrum of philanthropic fund development, including capital campaigns, annual giving, special gift events, prospect research, grant-writing and proposal development.

**Required Competencies:**

1. Strong sense of integrity and ethical conduct.
2. Strong managerial, leadership skills and attentive to details.
3. Strong interpersonal skills and demonstrated ability to work collaboratively with the University's internal and external stakeholders.
4. Ability to work autonomously and in a team setting with highly positive and motivational style.
5. Excellent oral and written Arabic and English communication skills including editing and proofreading, public speaking, formal correspondence, and ability to communicate positively and effectively with a diverse audience.
6. Demonstrate high-quality research and grant-writing skills.
7. Strong understanding of marketing and promotional strategies, in addition to strong influencing and negotiating skills.
8. Ability to recruit, organize, and manage volunteer personnel, as well as direct any individuals or committees of influence and affluence in fundraising protocols and competencies.
9. Ability to organize time effectively, establish priorities, set and meet goals, and manage multiple tasks accurately within deadlines.
10. High degree of computer literacy with excellent knowledge of word processing, spreadsheet and data base software applications.

11. Protect confidentiality in all communications regarding proposed and consummated gifts.
12. Skilled in budget preparation and fiscal management;

**Signature of Supervisor** \_\_\_\_\_ **Date** \_\_\_\_\_

**Signature of Employee** \_\_\_\_\_ **Date** \_\_\_\_\_

**Approval of the VP for HR** \_\_\_\_\_ **Date** \_\_\_\_\_

This job description may be reviewed annually or as the need arise