Executive Director of Institutional Advancement & Community Relations

This position serves as member of the Chancellor’s Cabinet, is responsible for the organization, initiation, implementation and coordination of policies and programs in the areas of development, marketing, public relations, government relations, alumni affairs, special events for Fletcher Technical Community College and for the Fletcher Technical Community College Foundation.

Development

- Provide executive leadership assisting the Chancellor and the Foundation Board of Directors advancing the mission of the Foundation.
- Provide leadership, in support of the college, that guides the development of the Foundation goals, objectives, budgeting, planning and fundraising activities.
- Develop and implement a comprehensive development plan that addresses the needs and strengths of the College and Foundation.
- Build and strengthen existing and new relationships with key external constituencies.
- Provide leadership in the development and implementation of a strong, comprehensive alumni program that connects prior students to the College.
- Provide leadership and direction to the Foundation Board in policy development, board recruitment, and planning processes.
- Work closely with administrators and faculty to determine funding needs to enhance and strengthen the instructional programs.

Marketing/Communications

- Provide direction in the areas of community relations, college publications, marketing, alumni affairs, resource development, special events, branding, website, and social media sites.
- Develop, implement and update annual and long range plans for the College’s marketing and public relations programs.
- Direct and participate in the development and implementation of advertising campaigns using market research and demographic information to target prospective students, increase student enrollments and provide visibility for the college.
- Cultivate and maintain institutional relationships with local media outlets and various community individuals and agencies.
- Market and ensure public awareness of activities of the College and Foundation.
- Prepare, coordinate, and administer the operating budget for the areas of Institutional Advancement and the Foundation.
- Represent the College and the Chancellor’s Office to the external community where appropriate.
- Direct projects and assume other duties as assigned by the Chancellor.

Qualifications: Bachelor’s degree in a relevant degree; master’s degree preferred; minimum 10 years experience with five years of senior-level in public relations/marketing, institutional advancement/development, possesses good organizational and oral and written communications skills, computer knowledge and demonstrated creativity.

Reports To: Chancellor and works closely with the Board of Directors of the Fletcher Foundation.
College campuses assure equal opportunity for all qualified persons without regard to race, color, national origin, gender, religion, age, disability, marital status, veteran status or sexual orientation in admission to participation in, or employment in the program and activities of this system. Each campus welcomes handicapped individuals and has made buildings accessible to them.

Title IX Coordinator/ADA/Section 504 Coordinator:
Human Resources Manager (985)448-7929 or (985)448-7930
1407 Highway 311
Schriever, LA  70395

Qualified applicants should submit Resume, Employment Application, and Transcript(s) to:

hr@fletcher.edu

or

Fletcher Technical Community College
Human Resources
1407 Highway 311
Schriever, LA  70395

Application Instructions can also be located at www.fletcher.edu under Employment Opportunities.