

# VICE PRESIDENT FOR INSTITUTIONAL ADVANCEMENT

CETYS University System, Baja California, Mexico



CETYS University is seeking a dynamic and experienced Institutional Advancement professional to lead the fundraising efforts of one of Mexico's foremost Universities into its next Capital Campaign: CETYS 2036. Building upon a long-standing tradition of philanthropic support, substantial trustee giving and a robust Corporate relations program, the incumbent will lead a centralized, multi-campus Institutional Advancement team to transform a well-established regional donor base into one of national and international scope.

Reporting to an energetic, innovative and, global-minded President who has elevated Institutional visibility and recognition, and working in tandem with an engaged and committed board of trustees, the successful candidate will significantly elevate philanthropic and external support and implement the recommendations of a recently completed Institutional Advancement audit conducted by Marts and Lundy Consulting.

As a member of the leadership team, the Vice President for Institutional Advancement will harness the momentum of a series of milestones and academic achievements, including Accreditation in the U.S., high study abroad rates, outstanding employability levels of graduates, strong student and parent satisfaction, a number of athletics accolades, and an overall reputation as an academic powerhouse. With the support of a mature Institutional Communications office and PR firms in Mexico and the U.S., the VPIA will leverage CETYS position by crafting strategic messaging to effectively communicate the Institution's case for support to constituencies at home and along the trans-border region.

The successful candidate will help the Institution evolve towards a system-based, strategically led, centralized coordination, integrating local prospects into an optimized Institutional portfolio. Consequently, a strong business acumen, a high EQ and cultural awareness are critical to the position. Fluency of the Spanish language is not required, although preferred.

The VPIA will provide a coherent, comprehensive strategy for the Institution's Advancement operations, centered around its role in supporting and ensuring Institutional Transformation and Mission Achievement. She/he will:

- Strengthen Corporate Support, allowing the Institution to evolve from Board-dependent fundraising to Board-assisted development. This includes national and international corporations.
- Integrate the Alumni *friend* and *fund*-raising facets and significantly improve alumni giving rates, designing vehicles and strategies that address marginal levels of involvement, a cultural trait common among Mexican Universities.
- Systematize a Major Gifts program which includes donor prospecting, cultivation and stewardship. In support of a nascent research enterprise, develop relationships and work jointly with Faculty and academic administrators to secure grants and other forms of external support.
- Design and successfully conduct the next Capital Campaign.

## **In addition:**

- Lead the efforts to develop a culture of philanthropy within the Institution, with an emphasis on Student and Faculty giving, engaging Deans and key faculty in the Advancement process.
- Continue to cultivate Board giving, secure multi-year pledges, expand the Million-Dollar Club and introduce Planned Giving tools.
- Lead the conversations, strategies, planning and implementations to secure funds to establish the Institution's Endowment.
- Systematize prospect research, qualification, identification, cultivation and solicitation processes. Document, review and perfect current stewardship policies and practices.

- Work closely with the Institutional Communications office to disseminate CETYS' case for support.
- With the support of the Communications office, analyze, assess and review current branding components from a perspective of Advancement, building awareness and raising funds.
- Staff the Institutional Advancement Committee of the Board.
- Implement the recommendations derived from the Marts and Lundy assessment.

Given the transformational nature of this new position, the VPIA is expected to have experience in recruiting, mentoring, developing and managing teams. The VPIA will review and optimize the current Campus and Central office structure and staffing to optimize and configure for success, maximizing local support and setting the stage for elevating overall giving. The VPIA will be instrumental in providing the Campuses with strategies that allow the local teams to increase the numbers of qualified prospects. The VPIA will participate in securing meaningful gifts and donations cultivated at the local level.

The following traits will distinguish the new VPIA: Honesty, Openness, Effective Communication, Presence, Initiative, Innovation, Creativity, Vision, Tolerance to Ambiguity and Complex Systems, Diplomacy.

### Requirements:

- A bachelor's degree (Masters preferred), and at least 10 years of experience in the field of Advancement. Advanced Fundraising training and certifications (CFRE, CFRM) are a plus.
- Well documented evidence of progressive responsibilities within an Advancement or Development department, and a proven record of funds raised.
- Preference will be given to candidates with experience in a Higher Education environment. Relevant experience includes AVP, Senior Directors of Advancement at Liberal Arts Colleges or Small Public Systems.
- Experience working in mid-sized, multi-campus/multi-unit development operations.
- Proven success in strengthening Alumni Giving and overall Annual Fund results.
- Team-Oriented. Adept in leading, supervising, developing, coaching, evaluating and optimizing a team of fundraisers and support staff.
- Skillful at designing and implementing performance-based systems, including metrics for donor contacts, visits, and relevant interactions, solicitations, and gifts secured.
- Strong business acumen, communications abilities, emotional intelligence, and cultural awareness.
- Mastery of the Spanish language is a welcomed plus.

Candidates should submit their CV's, as well as a cover letter/letter of intent to the Selection Committee by email to [recursos.humanos@cetys.mx](mailto:recursos.humanos@cetys.mx). The Selection Committee will be comprised of representatives of CETYS different constituencies. Candidates should submit 3 references. References will not be contacted without the written consent of the candidate.

**Applications will be received from the date of publication until August 11, 2019.** Finalist will be contacted promptly to schedule interviews and Campus visits during September and early October. The Selection Committee is expected to make a recommendation to the President and the Board by late October. The incumbent is expected to start no later than February 3, 2020.

**Seniority Level:** Executive  
**Compensation:** Executive level package, fixed + bonus.  
 Relocation  
**Industry:** Higher Education  
 Non-Profit Management

**Confidential inquiries and questions can be addressed to: [recursos.humanos@cetys.mx](mailto:recursos.humanos@cetys.mx)**

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