

**CALIFORNIA STATE UNIVERSITY, EAST BAY**  
**POSITION DESCRIPTION**

**IMPORTANT: PLEASE READ INSTRUCTIONS**

CLASSIFICATION TITLE OF POSITION Administrator II (MPP)	PEOPLESFT NO. 00002181	DIVISION, DEPARTMENT/UNIT University Advancement/ Development 16200	
WORKING TITLE OF POSITION Director of Development (College of Health and Student Success Initiatives)	NAME AND CLASSIFICATION OF FORMER INCUMBENT Lise Smith-Peters, MPP II		Date 08/2024
NAME OF EMPLOYEE	NAME OF EMPLOYEE(S) PERFORMING SIMILAR DUTIES Jen Ripley, LizaDawn Aduviso, Janine Corcoran		
NAME AND CLASSIFICATION OF FIRST-LINE SUPERVISOR Brad Vartan, Associate Vice President for Development (Administrator III -- MPP)			

**1. SUPERVISORY SECTION**  
**Type of supervision received:**  
 **Close** - The work is performed according to detailed instructions and the supervision is available on short notice.  
 **Limited** - The incumbent proceeds on his/her own initiative while complying with policies, practices, and procedures described by the Supervisor.  
 **General** - The incumbent seldom refers matters to supervisor except for clarification of policy.

**2. DOES THIS POSITION SUPERVISE OR LEAD SUBORDINATE EMPLOYEES IN PERMANENT POSITIONS? Yes ( ) No (X)**  
 If yes, list name and classification title of staff.

Supervise:  
 \_\_\_\_\_

Lead:  
 \_\_\_\_\_

**3. POSITION SUMMARY – PLEASE DESCRIBE THE PRIMARY PURPOSE OF THIS POSITION:**  
 The Office of University Advancement includes various departments that work together to maximize philanthropic support to the University, heighten the University’s visibility in the community, and actively engage alumni in the life of the University. The University Advancement – Development team is responsible for securing all levels and types of private support including annual gifts, major gifts, corporate gifts and planned gifts.

Under the supervision of the Associate Vice President for Development, the Director of Development will be responsible for directing a full-spectrum of development and fundraising activities specific to an assigned College (and other Colleges and programs as assigned). The Director of Development will focus primarily on securing individual major gift support (\$25,000+) and, to a lesser degree, will facilitate garnering corporate and foundation support. With a high degree of independent judgement, the Director of Development is expected to conduct a minimum of 12 visits per month requiring extensive travel and attendance at evening and weekend events.

The Director of Development will strategically move prospects and donors through the major gift fundraising cycle (i.e., identification, qualification, cultivation, solicitation, and stewardship) while also building a small pipeline of high-end Leadership Annual Giving donors; thereby maintaining a robust Prospect/Donor Portfolio. The Director of Development will maintain a portfolio of 100-150 prospects/donors at the various fundraising/development stages.

**CALIFORNIA STATE UNIVERSITY, EAST BAY**  
**POSITION DESCRIPTION**

**IMPORTANT: PLEASE READ INSTRUCTIONS**

The Director of Development will work collaboratively with the assigned dean(s), department chairs, faculty, university leaders, and Associate Vice President for Development to plan, articulate, and implement a comprehensive strategic fundraising plan to raise funds to meet the educational mission of the assigned college(s), programs, and areas.

**4. DESCRIBE THE GOALS and/or RESPONSIBILITIES AND WORK ACTIVITIES OF THIS POSITION** *(Please see sample format in the instructions section.)*

Goals/Responsibilities: Describe the major achievements, outputs, or results. List them in descending order of importance.

Work Activities: Under each goal, list the work activities performed to meet that goal.

TIME %: Include for responsibilities and major work activities.

TIME %	GOALS/RESPONSIBILITIES AND WORK ACTIVITIES
90%	<p><b>Secure private, philanthropic support for the College and Student Success Initiatives:</b></p> <ul style="list-style-type: none"> <li>• Manage an assigned portfolio of 120 - 150 current and prospective major donor prospects, using a discovery, cultivation, solicitation and retention model.</li> <li>• Build meaningful relationships with assigned prospects/donors, conducting a minimum of 12 face-to-face donor visits per month. Expected that 85% of work time should be spent preparing, communicating, traveling, meeting with donors/prospects, and related follow up work.</li> <li>• Travels appropriately to meet fundraising objectives.</li> <li>• Moves prospective donors through the traditional cultivation and solicitation cycle with appropriate deliberate speed.</li> <li>• Meets annual Major Gift Officer metrics.</li> <li>• Collaborates with the VP University Advancement, the AVP of Development and other campus leaders to identify funding priorities, researches appropriate feasibility for proposed project/priority, and develops and manages comprehensive strategies to secure philanthropic support for selected priorities in the College.</li> <li>• Collaborates with administrators and staff to raise philanthropic support for an array of student success initiatives, including career development, Renaissance Scholars, Project Rebound, affinity programs.</li> <li>• Gains an understanding of the President's and the Dean's vision and mission as well as knowledge of the college's departments and programs to effectively lead the overall fundraising efforts of the College.</li> <li>• Develops and implements fundraising strategies for the qualification, cultivation, and solicitation of prospects and donors to secure major gifts (\$25,000+).</li> <li>• Builds a pipeline of high-end Leadership Annual Giving donors (\$5,000 - \$24,999).</li> <li>• Creates and implements a comprehensive stewardship plan for donors.</li> <li>• Facilitates effective communication between assigned units and the Office of University Advancement.</li> <li>• Focuses on securing blended gifts; major gifts, annual gifts, and/or planned gifts.</li> </ul>
10%	<p><b>Other duties as assigned.</b></p>

**CALIFORNIA STATE UNIVERSITY, EAST BAY**  
**POSITION DESCRIPTION**

**IMPORTANT: PLEASE READ INSTRUCTIONS**

**5. DESCRIBE THE KNOWLEDGE, SKILLS, and/or ABILITIES REQUIRED FOR THIS POSITION AS THEY RELATE TO THE GOALS, RESPONSIBILITIES AND WORK ACTIVITIES IN #4 (Please see sample format in the instructions section.)**

***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 Revised July 21, 2017 as a condition of employment.***

- A bachelor’s degree is required.
- Candidates should possess a minimum of five years of fundraising experience, preferably in a college or university setting and in securing major gifts (\$25,000+).
- Excellent oral and written communication skills and an ability to communicate and collaborate effectively with a diverse campus community (including senior administrators, faculty, staff and students).
- Demonstrated track record of identifying, qualifying and successfully soliciting new donors to build the pipeline of the next generation of donors.
- Strong self-starter with a positive attitude, and intrinsically motivated.
- Proven ability to work effectively and collaboratively with a wide range of professionals, in a metric and goal driven environment.
- Highly organized and able to manage multiple and concurrent projects and deadlines.
- Ability to self-manage time, priorities, and projects.
- Excellent interpersonal skills required.
- High-energy, collaborative, and productive working style.
- Proficiency in using standard computer applications, including word-processing, spreadsheet, database, calendaring, email and online applications. Raiser’s Edge experience helpful. Fundraiser Performance Management experience helpful.
- Ability to use tact and diplomacy to effectively handle a broad range of high level and sensitive interpersonal situations with diverse personalities and the ability to adeptly respond to challenges.
- Must be able to work beyond traditional work hours and on occasional holidays.
- Must be able to travel.

*The statements and time estimates above and on attachments accurately describe the work assigned to the position.*

Signature of First-Line supervisor \_\_\_\_\_ Date \_\_\_\_\_

Signature of MPP Supervisor \_\_\_\_\_ Date \_\_\_\_\_

**EMPLOYEE SECTION – TO BE COMPLETED BY THE INCUMBENT OF THIS POSITION**

*I have read and understand that the statements and time estimates above and on attachments are a description of the functions assigned to my position.*

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

Signature of HR Manager \_\_\_\_\_ Date \_\_\_\_\_

**CALIFORNIA STATE UNIVERSITY, EAST BAY  
POSITION DESCRIPTION**

***IMPORTANT: PLEASE READ INSTRUCTIONS***