

**JULY 2018**  
**FLSA: EXEMPT**  
**SALARY GRADE: AB**  
**CBA DESIGNATION: MANAGEMENT - CLASSIFIED**

**RIVERSIDE COMMUNITY COLLEGE DISTRICT**  
**VICE PRESIDENT, STRATEGIC DEVELOPMENT**

**BASIC FUNCTION:** Under the supervision of the President, plans, develops, implements, and directs college initiatives to develop and build relationships with a broad range of constituencies and to encourage the advocacy of, investment in, and support of the colleges' programs, and students; and partners with district offices to lead college grants, marketing/outreach, governmental affairs, and economic and philanthropic development.;

**SUPERVISORY RESPONSIBILITIES:** Supervises and directs all assigned staff.

**REPRESENTATIVE DUTIES:**

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class.

1. Leads innovative partnerships and college initiatives in the areas of workforce development, community partnerships, strategic initiatives, grants development and administration, fundraising, marketing and outreach, governmental affairs, and communications.
2. Develops long-range planning and direction for the area of Strategic Development, including budget and resource planning related to revenue generation and institutional development; evaluates area structure, systems, policies, and procedures and implements changes as needed; ensures all elements of the operation are consistent with legal requirements and best practices.
3. Leads college-wide grant administration, research, and preparation activities for regional, State, and federal grants to ensure that grant applications align with the college's strategic plan and the strategic grant-development agenda.
4. Works collaboratively with the District and college staff to identify external resources appropriate to meet college needs, and establishes priorities and goals for foundation and private fundraising plans, campaigns, and development.
5. Leads, directs, supervises, and evaluates assigned staff to ensure a high performance environment; establishes performance requirements and personal development targets to set and fulfill clear, and achievable goals.
6. In partnership with District Strategic Communications, establishes priorities, goals and objectives for college-wide communications, public relations outreach, marketing and branding campaigns that increase public awareness and support of college programs, services, and activities to enhance the college's prominence among key audiences.
7. Partners with appropriate college or District office to lead and administer selected career education programs and services, including the college's community education, senior education, contract education, apprenticeship, and not-for-credit career education programs.
8. Maintains active partnerships with local workforce development agencies and boards, business and industry groups, educational partners, chambers of commerce, community-based organizations, and professional organizations; serves as a college advocate in the community to

builds relationships that increase visibility, recruit and retain students, and closely link the community with the college and District.

9. Monitors and reports on local, Statewide, and national legislative issues affecting community colleges; develops strategies in partnership with RCCD Legislative Affairs to advance college initiatives to legislators, elected officials, officers and staff of other governmental and community agencies, and other internal and external constituencies.
10. Serves as a representative on various boards, commissions, councils, and committees, both locally and nationally, related to Strategic Development program activities.
11. Performs other duties, related to the position, as assigned.

**EDUCATION AND EXPERIENCE:** Master's degree from an accredited institution in an appropriate field and five (5) years of progressive administrative experience in: community, workforce, or instructional career education programs; revenue generation, grant development/management, fundraising, and donor solicitation; outreach, marketing, branding, strategic communications, market segmentation and data collection analysis; governmental affairs, public policy, and legislative advocacy; or an equivalent combination of training and experience.

Community college teaching experience and a doctorate from an accredited college is preferred.

The ideal candidate also will demonstrate excellent communication skills, effective leadership, proven staff development and team building skills, and experience in the development and implementation of both short and long-range strategic plans.

**LICENSES/CERTIFICATIONS:** None

**KNOWLEDGE OF:**

1. State and federal grant guidelines and reporting procedures, and State apprenticeship operational and funding models.
2. Shared governance, and community college mission, policies, and procedures.
3. Principles and practices of the full spectrum of development, including: gift policies, solicitations, stewardship, relationship management, donor recognition, and administration.
4. Major gift cultivation, preparing foundation proposals, and community relations.
5. Knowledge of professional and ethical standards and practices as identified and agreed to by the Association of Fundraising Professionals (AFP).
6. Best practices in career education, workforce development, community education, senior education, contract training, apprenticeships, and current trends and advancements in the field.
7. Principles of communications and public relations and its role in advancing an organizational agenda.
8. Principles, theories, practices, and techniques of marketing, branding, recruitment, outreach, and advertising.
9. Fiscal management, strategic planning, integrated planning and data-informed decision-making.
10. Leadership and management skills, especially in the areas of fund development, community relations, supervision, career education, strategic planning, marketing, collaboration and team building.
11. The California workforce training system.
12. Database, accounting, spreadsheet, and other business process software.
13. College accreditation procedures, practices, and standards.

**ABILITY TO:**

1. Effectively lead employees and teams with a collaborative style in a collegial and participatory governance environment.
2. Simultaneously research, write, and manage multiple grants from various sources/agencies.
3. Deliver formal and influential presentations.
4. Efficiently and effectively demonstrate results, and lead successful fundraising activities.
5. Develop, initiate and carry out new initiatives, projects, policies, and procedures.
6. Work with audiences inside and outside the college and exercise good judgment, tact, diplomacy, and consensus building.
7. Establish working relations with various community organizations, including industry and government.
8. Respond to evolving business and community needs, anticipate conditions, plan ahead, and establish priorities.
9. Act independently and promptly to situations and events, recognize the critical elements of problems, develop and evaluate data, and determine solutions.
10. Successfully navigate and thrive in a multi-college context through persuasion, consensus, and effective communication.
11. Organize and administer a large community, workforce, and/or instructional support program.
12. Effectively manage priorities in large, complex, and diverse operational units.
13. Communicate effectively both orally and in writing, maintaining confidentiality.
14. Work effectively with faculty and staff in the implementation of collective bargaining agreements.
15. Maintain sensitivity to changing student populations and the academic programs required to serve such students and the community.
16. Foster trust and confidence.
17. Develop, implement, and evaluate programs and services.
18. Inspire and motivate others towards goal achievement.
19. Counsel, direct, and facilitate professional development of employees.

**CONTACTS:** Administration, managers, classified staff, faculty, public officials, the public, and State and federal agencies.

**PHYSICAL DEMANDS:** Employees must possess the ability to lift, carry, push, and pull materials and objects weighing up to 25 pounds. Will require occasional travel.

**WORKING CONDITIONS;** Employee works in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances.

**OTHER:** Must have evidence of sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability and ethnic backgrounds of community college students, staff and the community.

The Riverside Community College District is an equal opportunity employer and recognizes the need to provide reasonable accommodations to employees with disabilities. For more information, please contact (951) 222-8039.