WELLESLEY COLLEGE

RESOURCES AND PUBLIC AFFAIRS

Director of Leadership Gifts and Gift Planning

Wellesley College Wellesley, Massachusetts

THE OPPORTUNITY

Wellesley College, one of the nation's top liberal arts colleges, seeks an experienced development leader to serve as Director of Leadership Gifts and Gift Planning.

Committed to educating women since its founding in 1870, Wellesley College has long been recognized as one of the finest liberal arts colleges in the country. Its distinguished mission – to provide an excellent liberal arts education for women who will make a difference in the world – unites three aspirations: to strive for academic excellence, to educate women, and to produce graduates whose lives and careers will exemplify engagement in the world. With a \$1.6 billion endowment, the highly selective college is a vibrant, collaborative community of approximately 340 teachers and scholars, 2,300 students, and 800 staff and administrators bound by respect, friendship, and a commitment to the institution, its values, and mission. (More information about the college is available at: http://www.wellesley.edu/Welcome/welcome.html)

In preparation for an upcoming campaign, and under the leadership of H. Kim Bottomly, Wellesley's 13th President, and Cameran Mason '84, Vice President for Resources and Public Affairs, Wellesley aspires to move its tradition of giving to new heights and seeks a Director of Leadership Gifts and Gift Planning. The successful candidate will have a proven track record in high-level donor cultivation and solicitation strategies, a strong understanding of planned giving, a passion for higher education, and an outstanding competency for managing people and programs.

In addition to the Vice President for Resources and Public Affairs, President Bottomly is supported in her leadership of the College by a team of senior professionals that includes the Provost & Dean of Faculty, Dean of Students,



Dean of Admission and Financial Aid, Vice President for Finance and Administration and the Assistant Vice President and Executive Assistant to the President. In addition, a distinguished group of 35 alumnae and non-alumnae members from business, government, academia, and philanthropy make up the Board of Trustees. The Wellesley College Board of Trustees is notable for its strength, range and depth of expertise and its uncommonly high level of commitment and engagement on behalf of the College.

OFFICE OF RESOURCES AND PUBLIC AFFAIRS AT WELLESLEY COLLEGE

The Office of Resources and Public Affairs is responsible for developing financial resources for Wellesley, providing a cohesive set of services to its alumnae and other constituents, and conveying the College's mission and achievements through a variety of communications. The department's budget is approximately \$6 million, and the operation comprises about 50 staff members in the areas of Leadership Gifts, the Wellesley Fund, Planned Giving, Corporate & Foundation Relations, Development Services, Marketing and Stewardship, and Communications & Public Affairs.

In June 2005 the College completed a five-year comprehensive campaign, raising \$472.3 million, a national record for a liberal arts college. The Wellesley Campaign set two additional fund-raising records: the largest single gifts by living alumnae to a women's college (\$33 and \$27 million) and the largest bequest ever to a women's college (\$27 million). More than 71% of Wellesley College's alumnae made a gift to the campaign. Ninety-five donors made gifts of \$1 million or more, including five whose commitments were at least \$10 million. Indeed, such gifts are testament to the longstanding, exceptional commitment among alumnae to this renowned institution.

The Wellesley Campaign made possible significant investments in many areas of the College: academic priorities and co-curricular programs; additions and enhancements to campus facilities and the landscape; greater funding for student scholarships in support of the College's continued commitment to need-blind admissions policy and financial aid for study abroad; and additional annual operating support.

Fund-raising results the post-campaign years at Wellesley College have been as follows:

	FYE 06-07	FYE 07-08	FYE 08-09	FYE 09- 10	FYE 10-11
Wellesley Fund-raising Totals (millions)	\$64	\$38	\$38	\$33	\$38
The Wellesley Fund	\$10	\$10	\$10	\$10	\$10
Endowment	\$20	\$13	\$15	\$13	\$18
Capital Projects & Other Gifts/Grants	\$34	\$15	\$13	\$10	\$10

The success of the campaign was due in no small part to an effective principal gifts program. Since the conclusion of that campaign, the annual giving (Wellesley Fund) and leadership giving teams have been integrated into an effective team of front line fundraisers focused on broadening the base of giving and ensuring that a new generation of donors participates in Wellesley's financial future. To ensure continued success in the future, a focus on integrating leadership and planned giving will be a major focus of the division's priorities as it embarks upon a new campaign.

Working with the Alumnae Association

There are approximately 36,000 living alumnae of Wellesley College, many of whom are leaders in their communities and in their professions. Wellesley alumnae are exceptionally loyal and their high level of engagement—even long after they have graduated—is recognized as a unique asset of the College. They support the College financially, and they support each other and the important priorities of the College with their time, energy and talents. They care deeply about Wellesley and take the privilege of their

education and the challenge of their college's motto seriously: *Non Ministrari* sed Ministrare – not to be ministered unto, but to minister.

The Wellesley College Alumnae Association is a separate 501(c) 3 corporation whose mission is to connect alumnae to each other and the College. While legally separate, the Association maintains strong relationships across all areas of the College so the value and strength of the alumnae network can be captured in pursuit of institutional priorities. Naturally, collaboration between the Association and the Office of Resources and Public Affairs is critical.

THE ROLE OF THE DIRECTOR OF LEADERSHIP GIFTS AND GIFT PLANNING

Reporting to the Vice President for Resources and Public Affairs, the Director of Leadership Gifts and Gift Planning serves as a member of the advancement division's senior leadership team and is responsible, with the team, for implementing the mission, strategies and goals of the Resources division. S/he serves as the chief operating officer for the day-to-day leadership giving and planned giving functions and works closely with the Directors of the Wellesley Fund and Marketing and Stewardship.

Fulfilling Wellesley's mission and commitment to excellence requires that the College continue to increase philanthropic revenue by building and engaging a broader pyramid of donors. This strategy, in turn, depends on crossfunctional teams, integrated programs, a sophisticated and effective infrastructure, and engaged volunteer leadership. With a new President and Vice President for Resources and Public Affairs joining Wellesley in 2008, the College faces a remarkable opportunity to invigorate giving and to engage the College's donors and volunteers in more sophisticated and meaningful ways. Fundraising staff seek a leader who will provide the mentoring and support for them to thrive and work more strategically and purposefully on behalf of the College. The Vice President seeks a leader who will enable the College's fund-raising staff and programs to continue to succeed, to discern effective means and purposes for building and deploying teams and integrating giving more seamlessly, and to implement appropriate measures for planning and tracking success.

OPPORTUNITIES AND EXPECTATIONS FOR LEADERSHIP

The Director of Leadership Gifts and Gift Planning will be expected to provide leadership in the following areas:

Strategic and Operational Leadership

- Assist the Vice President in providing leadership, strategic direction and operational management for the leadership and planned giving fundraising functions.
- Fully integrate the planned giving and leadership giving functions.
 Develop innovative, successful ways to reach a greater level of efficiency and effectiveness, and implement these approaches in a collegial, effective manner.
- Set the tone and expectations for performance and responsiveness both to external and internal constituents. Model collaborative leadership behavior, and develop leadership in others on the team.

Management

- Encourage teamwork and the open flow of ideas, and contribute to the creation of a dynamic, entrepreneurial environment.
- Explore opportunities and invent ways to assure coordination, collaboration and integration of leadership and planned giving efforts.
- Provide opportunities for staff to increase and enhance their skills so that they can function effectively in positions of increasing responsibility. Delegate effectively in order to utilize staff to their maximum potential.
- Inspire staff to achieve aggressive individual and team goals and serve as a mentor to staff, including engaging in joint visits and modeling effective

- development practices. Focus on the professional development of individuals and teams.
- Work with staff to identify and implement appropriate measures for evaluating performance and success. Include collaboration across units as an evaluative criterion.

Strengthen Giving

- Lead the development team in a concerted effort to maintain alliances with current donors while launching a systematic initiative to identify, cultivate, and solicit other individuals and institutions capable of making major gifts. Utilize a suite of online tools to maximize ability of staff to broaden base of donors and to most effectively target their efforts.
- Oversee development of a planned giving training program for all front line fundraisers and create a structure and culture that promotes blended gifts (unrestricted, outright and planned gift components).
- Supervise cultivation and solicitation of principal gift prospects and work with the Director of Marketing and Stewardship to develop creative and compelling individualized stewardship plans for principal gift prospects.
- Manage a small pool of prospects, including individuals with the capacity to make gifts at the level of \$1M plus.
- With the Vice President, develop and maintain productive relationships with faculty and senior administrative staff and ensure that development staff do likewise.

Volunteer Leadership

• Work closely with the Vice President to maintain close relationships with Trustees and other key alumnae.

- Work closely with the Vice President, her senior management team, and campaign counsel to develop new donor recognition and cultivation vehicles as well as campaign leadership structure for the next campaign.
- Help to identify, cultivate, and attract future volunteer leadership and to build a pipeline of dynamic new leaders for the College.
- Create avenues for alumnae and other friends to be meaningfully involved in Wellesley College. Use their time carefully and effectively to help expand the College's prospect pool, to open doors and to increase giving.

QUALITIES AND QUALIFICATIONS

The Director of Leadership Gifts and Gift Planning will be a proven leader with the experience, vision and energy to strengthen a successful comprehensive advancement program. The successful candidate must possess a proven track record of success as a major and principal gift fund raiser as well as a deep understanding of a broad range of advancement programs in academia. In addition, he or she will have a proven competency in managing people and programs successfully. He or she will demonstrate integrity, outstanding communication skills, exceptional judgment and the ability to establish strong collegial relationships with other members of the senior management team. He or she will have strong analytical skills, an understanding of best practices nationally, and the ability to build and motivate teams to work towards ambitious goals.

In addition, the ideal candidate will possess:

- An authentic appreciation for liberal arts education and women's education, particularly the education and opportunities provided by Wellesley, and an ability to articulate eloquently its particular mission.
- Expertise in principal and leadership giving, planned giving, campaign planning and execution.
- An ability to work collaboratively in a relatively flat organizational structure.

- Demonstrated success in personally cultivating, soliciting, and stewarding major and leadership gifts from individuals.
- Experience successfully planning for, and managing, a comprehensive campaign.
- Proven management skills that nurture an accountable, goal oriented and values based environment.
- Flexibility and the demonstrated ability to thrive in a fast paced, complex, academic environment, juggling numerous projects and satisfying numerous constituencies simultaneously.
- Enthusiasm, ability to take risks, and the courage to speak and act on convictions.
- Outstanding interpersonal and relationship building skills, excellent communication skills, excellent writing and presentation skills.
- A minimum of eight years of development experience, including management experience in a complex fund-raising operation, preferably in a higher education environment.
- A bachelor's degree is required; an advanced degree is preferred.

To apply online, please use the following link: https://career.wellesley.edu or to: Human Resources Office, Wellesley College, 106 Central Street, Wellesley, MA 02481. Electronic submissions are preferred. Position is open until filled.

Wellesley College is an EO/AA educational institution and employer. The College is committed to increasing the diversity of the college community and the curriculum. Candidates who believe they will contribute to that goal are encouraged to apply.

Visit our website at http://web.wellesley.edu/web/Dept/HR