The Aspen Leadership Group is proud to partner with the Tower Foundation of San José State University in the search for a Senior Director of Development for Campaign Priorities.

The Senior Director of Development for Campaign Priorities provides strategic direction and vision for key fundraising priorities related to San José State University’s next comprehensive campaign; works closely with the Vice President for University Advancement on strategies for and contact with high-level donor prospects in the President’s and Vice President’s respective portfolios; and collaborates with Executive Director of Principle Gifts, Director of Planned Giving, and Directors of Development on collaborative fundraising approaches benefiting all areas of the University. As a key member of the Development team, this position will report to the Associate Vice President for Development and will be a part of the Vice President’s Campaign Cabinet.

The Tower Foundation of SJSU was established to encourage connections between alumni, donors, and the community. An increasingly challenging funding environment requires San José State University to augment public funding with private donations. Tower is dedicated to growing the University's endowment through donations, bequests, and prudent investment management and assists with the development, investment, administration, and banking of all SJSU philanthropic donations.

San José State’s mission is to enrich the lives of its students, to transmit knowledge to its students along with the necessary skills for applying it in the service of society, and to expand the base of knowledge through research and scholarship. Through its seven colleges, the University offers 73 Bachelor’s degrees (146 with all concentrations) and 71 Master's degrees (104 with all concentrations).

San José State provides a comprehensive university education, granting Bachelor’s and Master’s degrees in 134 areas of study. Quality teaching and small classes are a priority at SJSU, where tenured professors teach introductory as well as advanced courses. One of the 200 top research universities in the nation, SJSU offers rigorous course work and research opportunities to more than 30,000 undergraduate and graduate students in seven colleges.

San José State's location in the Silicon Valley makes it an exceptionally rewarding learning environment for students. Silicon Valley firms and agencies seek SJSU students for internships, summer work programs and for assistance with research and development projects. San José State is the number one supplier of education, engineering, computer science, and business graduates to Silicon Valley.
REPORTING RELATIONSHIPS
The Senior Director of Development for Campaign Priorities reports to the Associate Vice President of Development.

PRIMARY RESPONSIBILITIES

Prospect and Donor Engagement
The Senior Director of Development for Campaign Priorities will
• manage an assigned prospect portfolio of key individuals supporting university fundraising priorities;
• coordinate with Prospect Research team to expand and enhance a prospect pipeline that aligns with university and campaign priorities;
• actively manage a prospect/donor portfolio with annual goals for personal visits and fundraising outcomes based on established metrics;
• develop and execute sound strategies to identify, cultivate, solicit, and steward major gift prospects/donors—initiate contact, develop appropriate cultivation plans, and move individuals in an appropriate and timely fashion toward solicitation and closure;
• present and regularly review top prospect strategies with immediate supervisor and other key team members as appropriate;
• work collaboratively with the leadership of Colleges, key university administrators and other stakeholders, offering them counsel on donor-centric cultivation and solicitation strategy, as appropriate;
• work collaboratively with peers in Major Gifts as well as colleagues in Annual Giving, Planned Giving, and Corporate and Foundation relations;
• work with volunteer leadership providing them direction and support in maximizing the University’s major gift fundraising potential;
• focus on securing funding for designated priorities including academic programs, endowed chairs and professorships, scholarships, unrestricted support, facility renovations, new facilities, and other specified priorities; and
• collaborate with stewardship colleagues with donor stewardship efforts particularly pertaining to assigned college/unit/project and help promote a culture of gratitude among internal and external constituents.

Administration
The Senior Director of Development for Campaign Priorities will
• effectively utilize the campus prospect management system to enter prospect/donor contact reports and other relevant data in a timely fashion;
• prepare written donor cultivation and solicitation plans and proposals;
• draft Memoranda of Understanding for gifts when appropriate and facilitate their processing.
• collect and gather data for reports and inquiries as needed;
• participate in staff, functional and strategy meetings including prospect review sessions, and attend conferences, seminars, and other development training as feasible and appropriate; and
• perform other duties as assigned.
Public Relations
The Senior Director of Development for Campaign Priorities will
- engage in campus and community activities relevant to the fundraising mission of the University;
- coordinate with Marketing and Communications in the development of collateral as appropriate for fund raising purposes; and
- contribute donor recognition, stewardship, and other appropriate information for campus publications.

KEY COLLEAGUES

Dr. Paul Lanning, CFRE
Vice President for University Advancement
Paul joined SJSU in 2015 from Ascend Partners Group, a Sacramento-based consulting firm he co-founded in 2011 to provide strategic and hands-on counsel to California-based nonprofit organizations. In addition to managing day-to-day operations and business development activity, Paul was the lead consultant to institutions spanning the education landscape, including K-12 school districts, community colleges, and four-year universities.

From 2007 to 2011, Paul served as president and CEO of the Foundation for California Community Colleges. Under his leadership, the foundation secured the largest-ever gift to any two-year system of higher education in the U.S. to establish the system’s first statewide scholarship endowment; raised national awareness of the need for increased private support to public two-year colleges; established resource development and marketing/communications departments to increase the Foundation’s capacity to attract support; and grew and strengthened numerous programs and services benefiting California’s community colleges.

From 2002 through 2007, Paul served at the University of the Pacific, first as director of corporate and foundation relations and later as assistant vice president for university advancement. He contributed meaningfully to a comprehensive campaign that raised $330 million (well-exceeding its $200 million goal). Prior to that, he founded and led a communications firm that was named Entrepreneur Business of the Year in 2000 by the Sacramento Metropolitan Chamber of Commerce.

Paul began his career with the Los Angeles Dodgers organization and spent several years working with professional and amateur sports organizations in corporate sponsorship, fundraising, media, and event management.

Paul earned his Ed.D. in Education Administration and Leadership from University of the Pacific. He also has an M.S. in Sport Management from the University of Massachusetts, Amherst and a B.A. in Political Science from the University of California, San Diego.

Beth L. Colbert
Associate Vice President, Advancement and Campaign Operations
Beth Colbert has been at San José State University since 2005. As AVP of Advancement and Campaign Operations, she oversees development research, stewardship, advancement services and information technology and participates in campaign and strategic planning as well as resource development and operations management for the Advancement Division.
She began her career with SJSU as Director of Development Research. Subsequent roles have included Campaign Manager and most recently, Associate Vice President for Development. She managed SJSU’s first
comprehensive campaign, which concluded in June 2013. The campaign raised nearly $209M on a $200M goal. Most recently, she has overseen a rebound in university fundraising that has resulted in a threefold increase in commitments for FY 2015-16. Beth has more than 25 years of experience in development research, prospect management, fundraising, and development operations. She began her career at Santa Clara University as a research associate in 1990 and became director there in 1993. Following a brief stint at PeopleSoft she then joined KCSM TV and Radio in San Mateo where she was chiefly responsible for foundation relations and grant writing. Since joining San José State, Beth has played key roles in building the research and prospect management operations, development of policies and procedures, participating on the core project team for a major donor database conversion and implementation and managing the campus’ first comprehensive campaign.

Beth holds both bachelors and masters degrees from San José State University.

CANDIDATE QUALIFICATIONS AND QUALITIES

The ideal candidate for the position of Senior Director of Development for Campaign Priorities will have

• demonstrated familiarity with major gifts fundraising;
• demonstrated experience developing donor centric solicitation strategies;
• fundraising experience in capital or comprehensive campaign setting, preferably at an institution of higher education;
• demonstrated experience engaging and supporting volunteer leadership in their fundraising efforts;
• evidence of strong written communication skills;
• ability to write clearly and persuasively;
• demonstrated familiarity with major gifts fundraising;
• demonstrated experience developing donor centric solicitation strategies;
• demonstrated ability to identify, qualify, cultivate, solicit, and steward prospects/donors and effectively move them through the development cycle leading to closing six and seven-figure gifts;
• skill in making cold calls (opening doors) as well as developing donor-centric cultivation and solicitation strategies;
• ability to navigate the institution/assigned unit and make the appropriate match for donor interests;
• fundraising experience in a capital or comprehensive campaign setting, preferably at an institution of higher education;
• demonstrated experience engaging and supporting volunteer leadership in their fundraising efforts;
• strong initiative and self-motivation and ability to work as part of a collaborative team;
• unquestionable integrity and commitment to professional ethics;
• high level of initiative, attention to detail and organization skills;
• ability to responsibly handle sensitive and confidential information with discretion;
• skill in successfully managing multiple projects on tight deadlines and under pressure in a dynamic and open environment;
• ability to define problems, gather data, establish facts, and draw valid conclusions;
• proficiency in Microsoft Office Suite and experience utilizing fundraising database programs;
• demonstrated spirit of flexibility and a strong customer service ethic;
• deep appreciation and understanding of the academic enterprise and the ability to articulate academic values internally and externally; and
• ability to interact with individuals from diverse backgrounds.

A Bachelor’s degree from an accredited institution is required for this position as is three years of progressively responsible experience in fundraising, or comparable field. An advanced degree is preferred. This position requires a background check.

BENEFITS
This position offers an excellent and highly competitive benefits and compensation package. Benefits include comprehensive health care, paid vacation, opportunities for continued professional development, and a 403B plan with a company contribution after 12 months of employment.

LOCATION
San José State University occupies 154 acres in downtown San José in northern California. The University offers the excitement of a large, metropolitan campus where many cultures meet. San José is the third largest city in the state and the 10th largest city in the United States and is considered to be the capital of Silicon Valley. San José is a newly revitalized city that hosts major sports, the arts, museums, and restaurants serving a wide variety of cuisines. The Santa Cruz coastline is less than an hour away and San Francisco is one hour to the north.

APPLICATION DEADLINE
Before sending your résumé for this position, please read it over for accuracy. Review of applications will begin immediately and continue until the successful candidate has been selected.

To nominate a candidate, contact Anne Johnson: annejohnson@aspenleadershipgroup.com.

All inquiries will be held in confidence.

Tower Foundation is not a visa sponsoring organization. Tower Foundation employment is separate and distinct from San Jose State University or State of California employment. Tower Foundation is an Equal Opportunity Employer committed to nondiscrimination on the basis of race, color, religion, national origin, sex, sexual orientation, gender status, marital status, pregnancy, age, disability, or covered veteran’s status, consistent with all applicable federal and state laws. Reasonable accommodations will be provided for applicants with disabilities who self disclose.