

San Diego Community College District

CLASSIFICATION DESCRIPTION

Title: Director of Major Gifts and Advancement Operations

Unit: Management

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Job Code: C3021

Original Date: 01/2025

Last Revision: 01/2025

Staff Type: Classified

FLSA status: Exempt

Salary Range: 06

DEFINITION

Under the general direction of the Executive Development Officer, the Director of Major Gifts and Advancement Operations oversees the coordination, execution, and evaluation of a comprehensive resource and fund development program. This includes operational leadership for fundraising, donor stewardship, and related initiatives. The Director serves as a central coordinator for strategic fundraising efforts, including major and annual gifts, ensuring effective, efficient, and equitable operations aligned with district and college goals.

DISTINGUISHING CHARACTERISTICS

This position is distinguished by its focus on operational leadership and coordination of receipt of major gifts, ensuring efficient processes and effective donor engagement. The Director collaborates across district divisions, college departments, district and college foundations, and external partners to streamline fundraising efforts and ensure consistency in donor stewardship and engagement. Incumbents are responsible for developing, implementing, and coordinating procedures for the receipt of private philanthropy, government funding, grants and similar competitive funds, and related financial activities

EXAMPLES OF DUTIES

1. Coordinate and Operationalize Fundraising Programs. Operating with a high degree of independence, the Director will work collaboratively to lead the operational execution of major and annual gift campaigns, donor stewardship activities, and development-related events to achieve fundraising goals.
2. Facilitate Strategic Alignment. Work closely with college and district leadership to establish priorities and ensure fundraising efforts align with institutional objectives.
3. Operationalize Donor Relations. Develop and implement streamlined processes for identifying, cultivating, and stewarding major gift prospects, including managing donor records and ensuring timely follow-up.
4. Monitor and Report Progress. Track metrics for major and annual gift programs, produce detailed reports on performance, and recommend improvements to enhance outcomes.
5. Plan and Host Donor Engagement Events. Organize events and campus tours to deepen donor relationships, recognize contributions, and promote engagement with district programs.
6. Oversee Annual Fund Operations. Administer and oversee the San Diego Promise Program annual fund drive and ongoing fundraising efforts, including the implementation of donor outreach and communications.
7. Lead Grant Application Coordination. Support the preparation and submission of grant proposals in collaboration with research and academic staff, ensuring compliance with guidelines and timelines.
8. Ensure Compliance and Accountability. Maintain compliance with federal, state, and institutional policies related to fundraising and financial stewardship.
9. Foster a Culture of Philanthropy. Promote a collaborative and equity-minded culture that values and supports donor engagement and resource development as central to institutional success.

10. Plan, organize, direct, supervise and lead daily operations in the Development and Entrepreneurship Division, including assigning job duties and work schedules, providing timely feedback on performance, conducting performance evaluations, assessing training and professional development needs for assigned staff and providing training opportunities, participate in hiring and onboarding new staff, and participate in corrective and disciplinary processes with assigned staff.
11. Participate proactively in assigned committees and special projects; cooperate, coordinate, and collaborate with stakeholders as appropriate to advance development and entrepreneurship program strategic objectives and effective operations.
12. Utilize technology resources effectively to automate routine processes and procedures, improve efficiency of operations, and maintain currency with financial aid operational standards; evaluate and recommend changes in technology resources to improve operations; collaborate proactively with I.T. /Technical staff to make programming changes necessary to meet regulatory requirements; and ensure use of technology resources results in equitable services and outcomes for diverse student communities.
13. Work collaboratively and professionally with faculty, staff, students, and other stakeholders from diverse academic, socioeconomic, cultural, disability, gender, and ethnic communities.
14. Demonstrate cultural humility, sensitivity, and equity-minded leadership in working with individuals from diverse communities; model inclusive behaviors; and achieve equity in outcomes.
15. Contribute positively to a culture of diversity, equity, inclusion, and accessibility; promote staff diversity; and create an inclusive environment in the Development and Entrepreneurship Division.
16. Perform related duties as assigned.

DESIRABLE QUALIFICATIONS

Knowledge:

California Education Code and Title V regulations and laws, regulations, and statutes applicable to assigned areas of responsibility
 District policies and procedures
 Effective communication methods, techniques, and modes to engage with diverse stakeholder communities
 Effective communication, public relations, and marketing methods, techniques, and modes related to development and investment programs, donor recognition, and community awareness
 Enterprise technology platforms, applications, and services
 Lived experiences of students from diverse academic, socioeconomic, cultural, disability, gender, and ethnic communities
 Modern office practices, procedures, and equipment, including computer hardware and software
 Principles and practices for effective operation of development programs including gift giving, solicitation, stewardship, donor recognition, and program administration
 Principles, concepts, operations, and processes in grant development and administration, accounting, auditing, budget development, and financial management
 Principles of effective, efficient, and equitable public administration and organizational management, leadership, and operations
 Principles of effective participatory governance processes and engagement
 Professional and ethical standards and practices as administered by the Association of Fundraising Professionals, Partnership for Philanthropic Planning, and Council on Resource Development

Skills and Abilities:

- Analyze data to assess program performance and drive improvements
- Develop and implement effective development and entrepreneurship policies, procedures, and activities
- Develop individualized donor strategies and prioritize prospect engagement opportunities
- Effectively communicate with diverse internal and external audiences
- Establish and maintain effective working and professional relationships with individuals from diverse communities
- Hire, onboard, train, evaluate, supervise, develop, and discipline assigned staff
- Lead, train, and support a collaborative and inclusive division
- Learn from errors, determine appropriate corrective action, and prevent repeat occurrences
- Organize and execute complex operational tasks efficiently
- Organize, assign, prioritize, and guide work activities of assigned staff and provide timely, effective feedback
- Provide training, professional development, and professional growth to assigned staff
- Understand, evaluate, and provide strategic input on the impact of proposed and enacted changes in laws, regulations, programs, guidelines, and effective practices impacting development activities, grants, and entrepreneurship objectives

Training and Experience:

Any combination of training and experience equivalent to: Bachelor's degree and five years of leadership experience in fundraising, donor relations, or advancement operations, including work with major gift programs. An Advanced Degree and/or Certification in fundraising (e.g., CFRE) and experience in higher education fundraising or advancement are preferred.

Demonstrated cultural competency, sensitivity to, and understanding of the diverse academic, socioeconomic, cultural, disability, gender, and ethnic backgrounds of community college students and staff.

License:

Valid California driver's license.

WORKING CONDITIONSPhysical Requirements:

Category III

Note: must be able to handle own transportation to meetings and donor visits

Environment:

Favorable, usually involves an office. Frequent travel to District campuses, training events, conferences, and assigned events.