



POSITION TITLE: Vice President of Institutional Advancement (VP-IA)

CLASSIFICATION: Administration – Full Time

DEPARTMENT: Institutional Advancement (*Communications (423), Recruitment/Admissions (424), Special Events (427), Alumni (428)*)

SUPERVISOR: President-Rector

HOURS PER WEEK/SHIFT: 40 hours/first shift (8:00 am - 4:30 pm)

POSITION GOAL

Foster the institutional advancement of Sacred Heart Seminary and School of Theology (SHSST) through increased enrollment and retention, improved awareness and reputation, advancing events and collaborations, strengthening sponsor relationships, developing alumni relations and cultivating hospitality.

POSITION SUMMARY

The VP-IA is responsible for overseeing and developing all aspects of recruiting, sponsor relations, marketing and communications, alumni, events, fundraising (in collaboration with the SCJ Development office), grants (in collaboration with Finance), and hospitality. All of this will be done in coordination with the President-Rector's Office.

Major responsibilities include the following, and are described in the next section:

- Institutional Advancement
- Supervisory Responsibilities
- Other Responsibilities

The Vice President of Institutional Advancement (VP-IA) is an exempt administrator-level employment position at SHSST. As such, the VP-IA is eligible for Administrator-Level employee benefits which is primarily differentiated by the Group Term Life Insurance benefit coverage (4 times base salary) and a flexible Time Off Policy.

Position requirements are defined at the end of this job description.

MAJOR RESPONSIBILITIES DEFINED

In coordination with the President-Rector's office, the VP-IA will assist the President-Rector with all institutional advancement.

Within Recruiting/Admissions, the VP-IA will oversee the strategic plan for recruiting, work in coordination with the Director of Recruiting, develop potential outreaches (including print/visits/events/speaking, etc.) and coordinate new initiatives.

Within Sponsor Relations, the VP-IA will work with the President-Rector's office to coordinate outreach to sponsors, identify opportunities to communicate good news and raise our profile, and assist with follow-up on new initiatives with sponsors.

Within Communications, the VP-IA will oversee all external and internal communications in relation to the strategic plan, including: website, social media, press releases, ads, sponsorships, newsletters and all printed and virtual public relations materials, collaborating with the Design Projects Manager.

Within Special Events, the VP-IA will oversee the Special Events Coordinator. Additionally, the VP-IA will assist in identifying new initiatives and foster collaboration for continuing education, gatherings and building use in conjunction with the Academic and Formation Departments.

Within Development, the VP-IA will work in collaboration with the SCJ Development Office on fundraising, and work in collaboration with Finance on grants. The VP-IA will engage in fundraising efforts on behalf of SHSST, such as asks in communications, sponsorships, new revenue streams and collaborations. Additionally, the VP-IA will oversee tracking and management of donor information.

Within Hospitality, the VP-IA will oversee hospitality promotional items, and coordination of arriving seminarians and guests. Will work in collaboration within the communications department sponsor visits.

SUPERVISORY RESPONSIBILITIES

The VP-IA manages personnel in Communications: Design Projects Manager and Administrative Assistant for Business Services (Front Desk).

The VP-IA will be required to provide annual performance feedback on each, approve job description updates, time cards (if relevant) and time off requests.

OTHER RESPONSIBILITIES

- Serve on the President's Council and Rector's Cabinet Committees.
- Participate in the Board of Directors Institutional Advancement Committee.
- Participate in Faculty Council Meetings.
- Be involved in the liturgical life of the seminary.
- Attend special events/conferences that impact institutional development and external affairs.
- Any additional responsibilities as discussed and agreed upon by the employee and the President- Rector.

POSITION REQUIREMENTS:

- Minimum of 5 years of professional marketing leadership experience, preferably with managerial and strategic planning experience.
- Minimum of a Bachelor's degree in marketing, public relations, communications or a related area.
- Familiarity with the tenets and structure of the Roman Catholic Church; advanced study in Theology/Catholic Studies preferred.
- Demonstrated experience managing public relations/ advertising campaigns.
- Experience in managing fundraising campaigns and budgets.
- Skilled in Word, Excel, Publisher and databases; willingness to learn new technology.
- Ability to travel as needed for work related events.



To apply, send your resume and cover letter to Amy Jurgens at ajurgens@shsst.edu