## Vice President, College Advancement

Job Order 601978  
May 16, 2019

<table>
<thead>
<tr>
<th>Department</th>
<th>Reports To:</th>
</tr>
</thead>
<tbody>
<tr>
<td>College Advancement</td>
<td>President</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FLSA Status:</th>
<th>Amount of Travel Required:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exempt</td>
<td>Day and overnight travel</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Salary Grade:</th>
<th>Positions Supervised:</th>
</tr>
</thead>
<tbody>
<tr>
<td>J</td>
<td>Direct Reports 8; Total Department 23</td>
</tr>
</tbody>
</table>

### LOCATION
Green Bay campus

### STANDARD HOURS
Primarily will work Monday through Friday 8:00 a.m. to 5:00 p.m.; with flexibility required to include other hours as necessary.

### MINIMUM STARTING SALARY*
$137,439/year

*Current benefit eligible employees will be placed within the pay range based on their current rate/range.

Required online application available on website: [www.nwtc.edu/jobs](http://www.nwtc.edu/jobs)

---

Location: Northeast Wisconsin Technical College, Human Resources, 2740 West Mason Street, Green Bay, WI 54307-9042. All postings are considered current and available until removed from the website.

Northeast Wisconsin Technical College is committed to promoting a learning environment where employees and students of differing perspectives and cultural backgrounds pursue career and academic goals embraced in an environment of respect and shared inquiry.

*The College is seeking to attract ethnically diverse instructors and staff who can inspire our increasingly diverse student population.*

### POSITION SUMMARY

The Vice President of College Advancement provides passionate, inspirational leadership ensuring that the college attracts, retains, and graduates students while influencing college employees, employers, communities and elected officials to support NWTC through legislation, policy, and funding. As a member of the President’s Executive Leadership team contributes an institutional perspective while participating in decision making that positively impacts the college, its students and the communities it serves.

### ESSENTIAL FUNCTIONS

#### Reasonable Accommodations Statement
To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable Accommodations may be made to enable qualified individuals with disabilities to perform the functions identified in the job description.

#### Essential Functions Statement(s)

- Provide strong leadership in promoting the College as a local, state and national leader of state-of-the-art technical higher education. Develop and grow strong internal and external collaborations and provide customer service to fulfill the College’s vision, mission and strategies necessary to ensure student success.
- Serves as a member of the President’s Executive Leadership Team and participates in the development of the College’s administrative policies and procedures.
- Develop and implement annual divisional budgets, operational plans, and long-term strategies for growth and improvements.
Serves as the College’s Public Information Officer. Lead the College’s communication with traditional media, social media, legislators and other constituents.

Lead the development and implementation of strategic marketing and recruitment strategy and tactics to generate planned enrollment goals. Establish and promote the NWTC brand.

Lead the development and implementation of a strategic resource development plan that seeks and is awarded external funding from foundations and other public and private sources.

Provide direction to the NWTC Educational Foundation, ensuring a strong and active membership that is goal-driven and is a strong advocate for the College in both funding and goodwill.

Direct institutional research and other special research projects, including oversight of the analysis and reports needed for College planning, benchmarking, and evaluating College operations.

Serve as the College’s lead advocate to the legislature, state and federal government agencies, and the public for favorable legislations, policy, and financial support.

**POSITION QUALIFICATIONS**

**Competency Statement(s)**

- **Values** - Demonstrate behaviors and action that support the College’s values - Customer Focus, Everyone Has Worth, Passion and Inspiration, Collaboration, Emotional Intelligence, Results and Accountability, Valuing Talent and Well Being, and Ethics.
- **Student Success** – Demonstrate behaviors and actions that support student recruitment, retention, and student success initiatives.
- **Diversity Oriented** - Ability to work effectively with people regardless of their age, gender, race, ethnicity, religion, or job type.
- **Analytical Skills** - Ability to use thinking and reasoning to solve a problem.
- **Business Acumen** - Ability to grasp and understand business concepts and issues.
- **Communication, Oral** - Ability to communicate effectively with others using the spoken word.
- **Communication, Written** - Ability to communicate in writing clearly and concisely.
- **Consensus Building** - Ability to bring about group solidarity to achieve a goal.
- **Creative** - Ability to think in such a way as to produce a new concept or idea.
- **Interpersonal** - Ability to get along well with a variety of personalities and individuals.
- **Leadership** - Ability to influence others to perform their jobs effectively and to be responsible for making decisions.
- **Risk Taker** - Ability to take calculated risks or to stretch the limits of comfort zones.
- **Strategic Planning** - Ability to develop a vision for the future and create a culture in which the long-range goals can be achieved.

**SKILLS & ABILITIES**

**Education:** Master’s Degree in relevant field

**Experience:** Minimum of seven years of demonstrated strong, effective leadership and public communication experience.

**Computer Skills**

Microsoft Office Suite

**Other Requirements**

Must hold a valid driver’s license and be insurable under the District’s standard insurance policy terms.

**PHYSICAL DEMANDS**

<table>
<thead>
<tr>
<th>Physical Demands</th>
<th>Lift/Carry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stand</td>
<td>N (Not Applicable)</td>
</tr>
<tr>
<td>Walk</td>
<td>N (Not Applicable)</td>
</tr>
<tr>
<td>Sit</td>
<td>F (Frequently)</td>
</tr>
<tr>
<td>Handling / Fingering</td>
<td>F (Frequently)</td>
</tr>
<tr>
<td>Reach Outward</td>
<td>N (Not Applicable)</td>
</tr>
<tr>
<td>Activity</td>
<td>Frequency</td>
</tr>
<tr>
<td>----------------------</td>
<td>-------------</td>
</tr>
<tr>
<td>Reach Above Shoulder</td>
<td>N (Not Applicable)</td>
</tr>
<tr>
<td>Climb</td>
<td>N (Not Applicable)</td>
</tr>
<tr>
<td>Crawl</td>
<td>N (Not Applicable)</td>
</tr>
<tr>
<td>Squat or Kneel</td>
<td>N (Not Applicable)</td>
</tr>
<tr>
<td>Bend</td>
<td>N (Not Applicable)</td>
</tr>
</tbody>
</table>

NWTC does not discriminate on the basis of age, race, color, disability, sex, gender, sexual orientation, gender identity, national origin or other protected classes.