

## THE HENRY FORD

### POSITION MANAGEMENT GUIDE

**TITLE:** Vice President, Institutional Advancement  
**TEAM:** Institutional Advancement  
**BUS/SUPPORT:** Institutional Advancement  
**DATE:** November 2, 2009

---

#### SUMMARY OF PURPOSE

Pivotal leadership position that is responsible for the development, implementation, and leadership of a fund-raising, communications and planning strategy that results in an active culture of philanthropy at The Henry Ford. Provides decisive leadership and direction for the transformative growth, expansion and diversification of private and public funding support for The Henry Ford. Responsible for overall direction, strategic planning, budgetary management, and operating effectiveness of all Institutional Advancement functions. Reports directly to the President and works closely with the President, other senior staff and curators, and Board of Trustees to develop and implement a comprehensive advancement program for the institution. Will successfully conclude The Henry Ford's \$200-million campaign and implement an aggressive plan for fund-raising to incrementally increase annual goals of renewable and sustainable funding.

#### ESSENTIAL FUNCTIONS

1. Leads and manages the Institutional Advancement Team and is responsible for development, implementation and management of comprehensive fundraising strategies through Annual Giving, Corporations and Foundations, Major and Planned Gifts, Special Projects and Capital Campaign.
2. Establishes an annual fund raising plan for Institutional Advancement with goals and quarterly benchmarks.
3. Develops and implements strategies to significantly broaden, deepen and expand the institution's donor base.
4. Develops and manages a Major Gifts program, including Planned Giving, to support the institution's annual, short-term and long-term funding needs.
5. Manages, motivates and provides direction to the Institutional Advancement team.
6. Establishes a collaborative, team-building environment and reviews direct reporting staff, recruits and trains new staff.
7. Systematizes, develops processes and manages the identification, evaluation, cultivation, solicitation, recognition and stewardship of donors. Provides leadership for donor cultivation through targeted special events.

8. Carries a portfolio of the institution's top major donors, assists the President in managing his/her major donor interactions, and leverages the President's and Board's engagement in development activities.
9. Provides strategic direction and management oversight of Raiser's Edge donor database.
10. Explores and evaluates new technologies for fundraising and donor cultivation, including Internet-based fundraising and social media, and develops and implements strategies to incorporate to maximize results.
11. Prepares and delivers the Institutional Advancement progress reports (key indicators, benchmarks and goals) to the Board of Trustees.
12. Organizes and motivates Board of Trustees and other top-level volunteers to execute fundraising strategies and activities and achieve goals.
13. Encourages and participates in ongoing dialogue across disciplines to identify funding opportunities and understand funding needs and priorities, engendering an institutional culture of philanthropy.
14. Manages the Institutional Advancement budget.
15. Tracks and reports Institutional Advancement fundraising and positioning metrics.
16. Participates as a member of the Senior Management Team.
17. Reports to the President.

### **MINIMUM REQUIREMENTS**

- Bachelor's degree required, graduate degree preferred, and a commitment to lifelong learning. CFRE certification a plus.
- Minimum of 10 years of proven fundraising experience and a minimum of 7 years of progressive management experience.
- Impeccable personal integrity, sound judgment, and professionalism expected.
- Deep understanding of donor relationships and management, while increasing results and efficiency.
- Proven success in asking for and closing major gifts and building and maintaining positive, long-term relationships with major individual donors, foundations and corporations is required.
- Ability to maintain and grow relationships while working effectively with people from diverse backgrounds, including staff, vendors, board members, and business and community leaders.
- Incisive and strategic thinker, who can set and achieve strategic priorities and readily operationalize developing plans.

- Demonstrated ability to effectively manage a variety of high-level responsibilities and competing priorities simultaneously within demanding time frames and to consistently deliver results.
- Excellent communications skills, including public speaking, written skills, and the ability to communicate clearly, diplomatically, and effectively.
- Be self-motivated, able to recognize and communicate strategic opportunities, and able to work collaboratively in a results-orientated, data-driven environment.
- Ability to work within a complex, multi-divisional environment to establish priorities, set objectives and achieve stated goals; demonstrated management, motivational and pragmatic consensus building skills.
- Entrepreneurial, positive problem solver with the ability to see opportunity in challenges.
- Strong leader who is respectful and warm and who has resourcefulness, creativity, capacity for hard work, and a sense of humor.

## **PHYSICAL/MENTAL/ENVIRONMENTAL**

Physical:        Sitting:        75%  
                          Standing:        25%

Lifting:         Minimal

Vision:         Computer work

Mental: High pressure; goal oriented; fast-paced. Must manage several projects simultaneously. Desire to succeed; good sense of humor; analytical; interpretive; problem-solver.

Environment:    Executive environment