



Vice President for Advancement

Union Presbyterian Seminary

Union Presbyterian Seminary with campuses in Richmond, VA and Charlotte, NC, seeks a strategic, experienced, and collaborative leader to serve as vice president for advancement (VP). Established in 1812, for over 200 years the Seminary has stood at the forefront of theological education, shaping generations of Christian leaders for ministry locally and around the world.

Partnering closely with a visionary president early in her tenure, the VP will develop and implement best practices throughout the advancement organization, raising philanthropic standards and goals internally and externally among alumni, friends, as well as presently unaffiliated donors, and significantly enhancing overall fundraising success. This is an opportunity for a high-performing and accomplished individual to partner with an astute leader to play a critical role in building and strengthening the Seminary's advancement and communications initiatives.

Working closely with the president and board leadership, as well as division leadership across the Seminary, the vice president will determine and implement appropriate strategies to build, expand and elevate UPSem's culture of philanthropy.

Historically, the Seminary's operating budget has been supported almost exclusively by a significant and well-stewarded endowment. Over recent decades, gifts have primarily originated from the annual fund, foundation grants, and planned giving. The VP will simultaneously refine the overall strategy and structure of institutional advancement while paving the way for future fundraising endeavors, including a significant capital campaign.

Strategic Vision and Leadership for Growth

The VP will:

- assess the fundraising success and potential of Union Presbyterian Seminary; serve as an architect and builder of a strategic, cohesive, and systematic institutional advancement program that is reflective of contemporary industry best practices, is consistent with the Seminary's mission and core values, and leverages institutional strengths and assets to implement and reinforce a culture of philanthropy

- deepen and expand the relational network of committed friends, allies, students, alums, and supporters who faithfully and joyfully invest their time, talents, and treasure in the narrative and mission of UPSem in transformative ways
- strategically cultivate and engage new relationships with presently unaffiliated populations, communicating to them the UPSem story and mission; enhance the Seminary's existing relationships, and develop new ones, with civic and community leaders and foundations, among others
- with the president and communications team, develop clear, consistent, and compelling messaging that leverages the unique mission of UPSem, conveying excitement for the Seminary's future direction and resulting in tangible support for funding priorities; savvily and strategically deploy technology and other marketing tools to communicate that messaging with diverse audiences
- attract new streams of funding from a variety of sources (new friends, foundations, etc); personally participate in the identification, cultivation, solicitation, and stewardship of donors at every level, including high-level donors and prospects
- understand the distinctive dynamics and ethos of the Charlotte and the Richmond campuses, supporting both campuses and considering both in budgeting and decision-making about communication and institutional development strategies
- develop and provide administrative leadership for special capital campaigns
- provide leadership for special hospitality events, such as alumni reunions, endowed lectureships, etc; serve as a point of contact for advancement-adjacent capital projects

Management and Empowerment

The VP will:

- provide strategic vision and effective leadership for the department of advancement (including the offices of alumni relations and communications) in the context of the rapidly changing fundraising landscape of the church, seminary, and non-profit worlds
- assess the organizational structure of the department with a view toward creating an optimally efficient and effective office that can nimbly meet the seminary's advancement needs
- possess strong managerial, communication, strategic planning, and motivational skills that can provide clarity of focus, leadership, and collaborative support for a diverse and nimble team who support the work of advancement; be a seasoned team leader adept at motivating, empowering, advocating for staff, facilitating cohesion, and ultimately team success
- plan and carefully administer the department of advancement budget, ensuring that resources are deployed efficiently and effectively in support of fundraising goals and objectives; utilize contemporary analytics to project, measure, and report on progress relative to goals
- possess and act upon a keen understanding of best practices and a comprehensive knowledge of all major development and alumni engagement functions, including proficient use of Raiser's Edge

Executive Support and Engagement

The VP will:

- actively contribute as a member of the Executive Staff of the President, working collaboratively with the team to establish priorities and plans to support UPSem's mission, core values, and strategic priorities
- work collaboratively with the director of communications, a member of the advancement team, to develop clear and consistent communication and marketing strategies (deployed through the website, social media, and other internal and external communications) that tell UPSem's story in a compelling manner to existing and new audiences
- engage, educate, and otherwise support UPSem staff, faculty, volunteers, and senior staff in their respective engagement and fundraising efforts
- engage the Board of Trustees to inspire giving, set appropriate and ambitious goals, and engage as vital participants in growing a culture of philanthropy
- work collaboratively with the president of the Seminary and the Board of Trustees to strengthen and broaden relationships with internal and external audiences, including unaffiliated individuals, foundations, and institutions, to support philanthropic growth
- define annual and long-term performance goals, developed through a mutual process with the president and Board of Trustees
- participate fully in the UPSem community and reflect and embody the values of the seminary and its leadership
- fulfill other responsibilities pertinent to the advancement office as assigned by the president

Qualifications and Experience

The vice president shall have qualifications, skills and experiences that include, but shall not be limited to, the following:

- appreciation for the history, achievements, and aspirations of Union Presbyterian Seminary, and the ability to effectively articulate the president's vision to a diverse audience
- a minimum of ten years of progressively responsible fundraising and managerial experience in advancement, preferably within higher education or a large, multi-unit organization; experience serving on a senior leadership team and contributing at the strategic level; depth of knowledge and best practices in all key areas of advancement
- demonstrated success increasing the effectiveness of an existing advancement program and performance of its staff, including individual and institutional philanthropy, through established objectives and performance standards and resulting in an increase in philanthropic revenue

- proven achievement in creating a team- and goal-oriented environment that empowers staff through active communication, and that builds confidence and celebrates accomplishments
- a data-driven, results-oriented orientation with a collegial and accessible leadership style
- a high level of integrity, trust, diplomacy, emotional intelligence, and maturity to effectively engage and partner with key internal and external stakeholders as well as foster strong collaborative relationships across the Seminary
- a proven track record of success in personally cultivating, soliciting, and stewarding major and principal gifts from individual and institutional donors
- the political savvy to navigate complex academic and constituent communities; the desire and ability to build bridges and strong collaborative relationships with all members of an operation across an institution and its alumni and constituents
- superior written and oral communication skills; the ability to understand and translate information for all audiences; clarity and eloquence in writing and speaking
- a sharp eye for operational efficiency and the best use of resources, including a demonstrated understanding of budgets and the ability to manage them
- proficiency in utilizing fundraising and special events databases and software
- the personal flexibility to travel and work evenings and weekends, as required
- a bachelor's degree is required; an additional relevant advanced degree is preferred

Compensation and Location

Union Presbyterian Seminary offers an excellent benefits package and a salary commensurate with qualifications and experience. The Vice President for Advancement could potentially be located on either the Charlotte or the Richmond campus, with the understanding that travel to the other campus would be an important component of the work. Review of applications will begin September 26, 2023.