THE UNIVERSITY OF RHODE ISLAND

Position Description

TITLE: Vice President, University Advancement

DIVISION: University Relations

REPORTS TO: President

SUPERVISES: Professional, technical, administrative, and clerical support staff

BASIC FUNCTION:

Provide leadership for the University in a creative, efficient and integrated approach to its external responsibilities, including alumni involvement, marketing and branding, communications with its constituencies, and public affairs programming. The VP for Advancement collaborates with and supports the URI Foundation and the President with regard to fundraising. The overall objective is to create a climate of strong support and understanding of the University.

DUTIES AND RESPONSIBILITIES:

Advise the President regarding, and administer the programs in, alumni affairs, media relations, marketing and branding, and public affairs. Assist the President and the URI Foundation in fundraising. Coordinate alumni activities and alumni relations with fundraising activities. Advise and assist the President in external relations within Rhode Island, including those with state government, local communities and organizations, and the private sector.

Evaluate and report to the President on public and media perceptions of and reactions to the issues and challenges confronting the University.

Review and coordinate institutional promotional campaigns.

Working closely with the President, Provost, Vice Presidents and Deans, serve as coordinator and University representative in relationships with state agencies, business, labor and other organizations developing initiatives which seek to build and diversify the economic base of Rhode Island.

Serve as the President's representative, where appropriate, in deliberations and relationships with the University of Rhode Island Foundation. Serve as the President's designee in relationships with the Executive Director of the Foundation and the Director of Alumni Affairs.

Prepare, manage and account for the division's personnel and budget.
Plan and execute special events, including alumni gatherings, community affairs programs, special institutes, dedications, commencement, convocations, press conferences, etc.

Serve in such other capacities and with additional responsibilities as assigned by the President.

QUALIFICATIONS:

Master's degree from an accredited institution required. Higher education administrative experience in public affairs, development and fund-raising showing progression to senior-level of responsibility required. Experience in guiding multi-phased capital as well as annual fund campaigns preferred. Knowledge and expertise in the areas of media relations and publications are preferred.

ALL REQUIREMENTS ARE SUBJECT TO POSSIBLE MODIFICATION TO REASONABLY ACCOMMODATE INDIVIDUALS WITH DISABILITIES.