



announcing an executive search  
for the  
**Vice President for Advancement**

Presented by



# Vice President for Advancement

## EXECUTIVE SEARCH



**King University**, a comprehensive Christian university in the Presbyterian and Reformed tradition in eastern Tennessee, seeks an experienced administrator and successful fundraiser to serve as **Vice President for Advancement**. Applications and nominations are being accepted.



### The Opportunity

A Presbyterian-affiliated Christian academic community, King University is an accredited, doctoral-level institution of higher education that is dedicated to the integration of rigorous academic programming and the exploration of faith. Celebrating its 150th year, King provides opportunities for students to become competent in their chosen fields of study, to grow toward maturity in their understanding of Christian faith, and to make personal commitments for responsible service and stewardship in the world.

Reporting to the President, the Vice President for Advancement (Vice President) is the chief fundraising and planned giving officer for the university. Along with the continued development of primary annual giving objectives, including the cultivation of current corporate and foundation supporters and the identification and soliciting of prospects, the Vice President is responsible for all planned giving initiatives.

With six direct reports, the Vice President leads a comprehensive advancement program consisting of fundraising, alumni relations, community and external relations, and marketing to build and strengthen the university's communications to and relationships with key constituencies.

The Vice President works closely with development personnel in securing maximum commitments for the university from all external profit and nonprofit partners and prospective partners.

### Job Expectations

#### *Fundraising Needs and Priorities*

- Identify specific annual fundraising priorities in conjunction with the strategic plan.
- Continue campaigns for specific capital needs that resonate with donors.
- Initiate planning for a comprehensive capital campaign to begin within the next three years.

#### *Leadership and Engagement*

- Actively solicit major and principal donor prospects.

#### *Development*

- Oversee and guide fundraisers who manage portfolios.
- Develop annual fundraising plan and oversee creation of policies and procedures for the department.
- Identify and adhere to institutionally defined goals for staff members' performance.
- Develop and provide reports that measure progress toward goals.
- Evaluate the return for each fundraising appeal and event.
- Ensure fundraising priorities are met by development staff.
- Secure major gifts and grants from individuals and private foundations.

### King University

### Mission Statement

*We prepare students in our Christian academic community to excel as thoughtful, resourceful, and responsible citizens with a passion for serving God, the Church, and the world.*

*We accomplish this through excellent teaching, high expectations, worthwhile example, and fidelity to our Presbyterian heritage. Our mission is the same for all campuses, sites, and online, and for all programs, curricular and extracurricular, graduate and undergraduate.*

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social media, to build pride among current and prospective donors.

### Qualifications

A bachelor's degree is required, with a master's degree strongly preferred. A minimum of five years of experience in development, University administration, or a related field with a proven record of solid fundraising performance and leadership is required. It is preferred that the candidate be a Certified Fund Raising Executive (CFRE) or have a certificate of completion from the Fund Raising School or similar program.

The candidate must support the mission of King University and be goal-oriented, with a strong understanding of effective development or sales techniques, or both. This administrator will have the experience and abilities to work independently and properly prioritize work to meet goals and objectives in a timely manner.

This administrator will be required to interact professionally with a

### *Alumni and Community Engagement*

- Ensure fundraising components are integral to reunion and alumni events.

### *Database System*

- Undertake a thorough data integrity project.
- Create policies and procedures to govern the entry and export of data.

### *Marketing and Communications*

- Incorporate a strategic focus in all communications to ensure that outcomes support the university's communication goals.

- Define a voice for social media and the alumni magazine that is relevant to students, donors, and alumni.
- Develop content for the annual report that encourages future giving.
- Undertake a website redesign to promote a solid and consistent brand.

### *Faculty and Staff Relations*

- Build productive and collegial relationships with faculty and staff.
- Engage faculty and staff in alumni and other donor events.
- Celebrate faculty and staff community involvement and accomplishments through multiple channels, including

## King University

### President Alexander W. Whitaker IV



Alexander Whitaker became president of King University in August 2016, bringing with him strong academic and professional credentials, broad experience in higher education and law, and a long history of successful leadership in his professional, church, and civic endeavors. He has a particular commitment to integrating free and robust academic inquiry with orthodox Christian faith and practice.

President Whitaker came to King from Berry College in Georgia, where he was a senior officer of the college for nearly a decade. During his career at Berry, he held several leadership roles, including overseeing the college's major gift fundraising and planned giving. He earned the Certificate in Fund Raising Management from the Fund Raising School at Indiana University's Lilly Family School of Philanthropy. He also served three years on Georgia's Nonpublic Postsecondary Education Commission, appointed by Governor Nathan Deal.

He earned a Bachelor of Arts from Berry College in political science and his Juris Doctor from the University of Virginia. He also has a Master of Laws in International and Comparative Law from Georgetown University and a Master of Arts in Religion from Trinity School for Ministry. He is completing additional advanced study at Duke Divinity School.

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diverse and sophisticated prospect pool, demonstrating warmth and enthusiasm in establishing and nurturing relationships for the university.

Other requirements:

- Exceptional written and oral communication skills
- Proficient knowledge of Microsoft Office
- Knowledge of fundraising software programs
- Ability and willingness to work evenings and weekends and travel as needed
- A driver's license and driving record that allows use of a university-owned vehicle

friendships and connections, resulting in loyal and supportive alumni and friends.

More than 90 majors, minors, concentrations, and pre-professional programs are offered. These include nursing, security and intelligence studies, exercise science, and digital media and design, as well as more traditional majors such as mathematics, history and political science, English, biology, and more.

Undergraduates have the opportunity to engage in a variety of real-world economic and scientific research opportunities and to interact with prominent voices examining the intersection of faith and culture. On-campus and online learning programs are available, plus a 3+2 program in

Engineering with the University of Tennessee Knoxville.

Graduate and professional offerings include master's degrees in nursing, business, and education, and a doctoral degree in nursing practice.

With an enrollment of more than 2,100 undergraduate and graduate students, King has seven academic schools:

- College of Arts and Sciences
- School of Business
- School of Education
- School of Nursing
- Peeke School of Christian Mission
- School of Behavioral and Health Sciences

### King University

Founded in 1867, King University (originally King College) seeks to foster a campus ethos that stresses the importance of exploration, personal initiative, character and integrity, collegiality, humane instincts, aesthetic sensitivities, and leadership.

The past decade has been marked with significant growth in enrollment and programs and a transition from a college to a university. Students receive a robust liberal arts foundation, with the university offering specialization in a range of undergraduate degrees. The university's close-knit community creates lifetime

### Accolades & Achievements

- According to recent survey respondents, 90 percent of recent King graduates were either employed or in graduate school six months after graduation.
- For the 27th consecutive year, *U.S. News & World Report* has recognized King among the best colleges in the nation. This year, King was named a "Best Regional University." *The Princeton Review* named King one of the "Best Colleges in the Southeast" for a 14th consecutive year.
- The U.S. Department of Education and the Corporation for National and Community Service named King to the 2013 President's Higher Education Community Service Honor Roll, for their commitment to bettering their community through community service and service learning.
- *G.I. Jobs*, the premier magazine for military personnel transitioning into civilian life, has awarded King University the designation of "Military Friendly School<sup>®</sup>" for the eighth consecutive year.

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- School of Communication, Information, and Design

In addition to the historic campus in Bristol, the university has campuses in Kingsport and Knoxville, Tennessee. Additional instructional sites are located throughout southwest Virginia and northeast Tennessee.

The University has a 13-to-1 student-faculty ratio, with faculty members being both educators and mentors to students. Bringing outstanding educational and experiential backgrounds to the classroom, faculty members are active scholars in their respective fields, benefiting the learning experience.

More than \$35 million is awarded annually in scholarships, grants, loans, and work-study. Approximately 98 percent of students receive assistance.

University-centered athletic opportunities include membership on one of 25 teams competing in the NCAA Division II and Conference Carolinas, or participation in on-campus leagues and groups sponsored by King's Student Life group.

### Bristol, Tennessee

The beautiful, historical campus of King University is located in Bristol, Tennessee, in the foothills of the Appalachian Mountains. The 135-acre hilltop campus is two miles from the center of Bristol, a city of 45,000 residents.

Bristol, Tennessee is the twin city of Bristol, Virginia. One community in two states: Bristol, Virginia, on the north side of State Street and Bristol, Tennessee, on the south side.

Both Bristols are part of the Tri-Cities metropolitan area with a total population of nearly 450,000. Bristol is known as the "Birthplace of Country Music," which is celebrated with a Smithsonian Institution affiliate museum

in its downtown district. It's also home of the Bristol Motor Speedway, which attracts thousands of people to the NASCAR races on the world's fastest half-mile track.

The area also offers plenty of recreational opportunities from hiking to spelunking. The Paramount Center for the Arts, Theater Bristol, and Viking Hall Civic Center have everything from concerts to ballet.

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### Application and Nomination Process

Confidential inquiries are welcomed.

**To Apply** - Applications must include:

1. A letter of interest
2. A current resume or curriculum vitae
3. At least five references with full contact information, including emails (References will not be contacted without consent from applicant.)

**Submit applications to [King@myersmcræ.com](mailto:King@myersmcræ.com).**

The search remains open until the position is filled. For best consideration, submit application materials by **November 27, 2017**.

**Nominations** are invited and should include individual's full contact information, with email addresses. Submit nominations to **[King-Nominate@myersmcræ.com](mailto:King-Nominate@myersmcræ.com)**.

**David Gring, Ph.D.**, Senior Vice President of **Myers McRae Executive Search and Consulting**, is assisting King University with this search.



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*King University does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities.*