

## Institutional Advancement

# POSITION VACANCY PROSPECTUS

- Director of Advancement Services
- Annual Gifts Officer
- Major Gifts Officer
- Corporate and Foundation Relations Officer

[www.lincoln.edu/careers](http://www.lincoln.edu/careers)



Review of applications, nominations and expressions of interest will begin immediately and continue on a confidential basis until an appointment is made. All applications must be submitted online at <http://www.lincoln.edu/careers>.

Send nominations and inquiries in confidence to Dr. Dorcas L. Colvin at [dcolvin@lincoln.edu](mailto:dcolvin@lincoln.edu).

Lincoln University, the nation's first degree-granting Historically Black College and University (HBCU), seeks to build a creative and dynamic team to support the university's efforts to expand a broad and growing base of support.

The University is searching to fill four critical position vacancies:

- Director of Advancement Services;
- Annual Gifts Officer;
- Major Gifts Officer; and
- Corporate and Foundation Relations Officer.



*Alumni Memorial Arch*

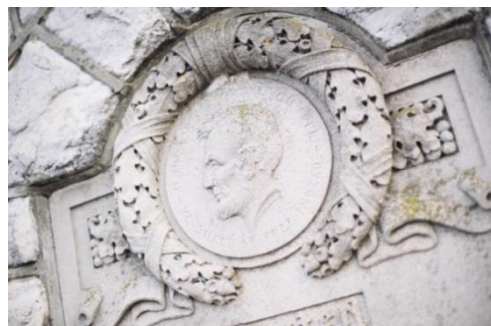
Reporting to the vice president for institutional advancement, success in these roles will require working collaboratively within institutional advancement and with other internal and external constituencies to advance the University's mission and vision. Candidates are expected to work in a collaborative, dynamic, and energetic office environment. The ideal candidates will demonstrate a commitment to the University's mission and understand the important role of educating and empowering students to lead their communities and change the world.

# HISTORY OF LINCOLN UNIVERSITY

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Since its founding in 1854, Lincoln University has been internationally recognized for its commitment to excellence in scholarship and service. Lincoln University graduates have distinguished themselves in many fields including medicine, science, technology, education, law, and the arts. Notable among Lincoln University graduates are Supreme Court Justice Thurgood Marshall '30, poet and playwright Langston Hughes '29, the first president of Nigeria, Nnamdi Azikiwe '30; the first president of Ghana, Kwame Nkrumah '39; the first African American female Navy Rear Admiral, Lillian Fishburne '71; and the first female Lieutenant Governor of New Jersey, Sheila Oliver '74.

Lincoln University was initially chartered as the Ashmun Institute in honor of Jehudi Ashmun, the first governor of Liberia, and renamed Lincoln University in 1866 after the assassination of President Abraham Lincoln. The University first admitted women in 1952 and formally associated with the Commonwealth of Pennsylvania in 1972 as a state-related, co-educational university. Lincoln University is accredited by the Middle States Commission on Higher Education.



*Abraham Lincoln on the Alumni Memorial Arch*

## SENIOR LEADERSHIP AND TRANSITION

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**Dr. Brenda A. Allen '81** began her tenure as the 14<sup>th</sup> president of Lincoln University in July 2017. Prior to her arrival at Lincoln, she served as provost of Winston-Salem State University in North Carolina and as Brown University's associate provost for institutional diversity. President Allen is committed to deep engagement with students, faculty, alumni, and the entire Lincoln community. She has chosen to address the challenges facing liberal arts education directly by developing a strategic plan focused on preserving the Lincoln legacy while reinventing it to address the challenges of the 21<sup>st</sup> century.



**Dr. Mellissia M. Zanjani, CFRE** joins Lincoln University as the vice president for institutional advancement in May 2018. She comes to Lincoln from the University of Pittsburgh at Johnstown where she serves as vice president for institutional advancement. Dr. Zanjani is an accomplished executive with more than 25 years of higher education and not-for-profit experience in external relations, fundraising, communications, marketing, alumni relations, and development. Her appointment provides an opportunity for Lincoln University to build a dynamic, entrepreneurial advancement team committed to using best practices to achieve the University's goals.



The search for four advancement positions represents an investment in institutional advancement and its new leadership. The new advancement team at Lincoln University has the opportunity to play a defining role in the life of the University and will be expected to help build relationships and secure resources to advance the Lincoln Legacy.

# POSITION OVERVIEWS

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## 1. Director of Advancement Services

The director of advancement services coordinates and leads the advancement services unit which includes advancement financial review and reporting, prospect research, stewardship, database management, gift processing, comprehensive funds management and donor acknowledgement. The director will recognize the importance of the information systems function in furthering moves management and donor stewardship.

The person in this role will have the opportunity to establish systems and procedures for a growing unit.

The director is responsible for providing strategic leadership, long-range and short-term planning for the areas of gift processing, database integrity, reporting, data analysis, prospect research, comprehensive stewardship program, and system enhancements. The director develops and executes strategies for continuous quality improvement in services to and communications with departments and other constituencies that utilize constituent data.

Bachelor's degree and 3+ years of related advancement services or development experience or an equivalent combination of education and experience sufficient to successfully perform the essential duties of the job. Master's degree preferred. Two or more years of supervisory experience.



*Vail Memorial Hall*

## 2. Annual Gifts Officer

The annual gifts officer is responsible for generating and executing a comprehensive diversified source of revenue streams that engage alumni, faculty, staff, students, friends and other constituents to build and maintain a broad and growing base of annual support for Lincoln University. This position manages a comprehensive suite of outreach efforts including direct appeals for annual support with a special emphasis on regularly scheduled recurring gifts for both unrestricted and restricted needs. S/he will communicate across all constituencies including core messaging, segmentation strategies, and the use of multiple platforms for the delivery of these appeals through direct mail, telephone outreach, e-solicitation and social media. The officer is expected to actively generate and coordinate a robust pipeline for probable donors, employee engagement programs, and other constituents. In conjunction with the director of alumni relations, the officer will actively collaborate and recommend strategies for alumni events, including homecoming and reunion. The annual gifts officer will plan and execute annual programming



*Ivory V. Nelson Center for the Sciences*



with academic, student, athletics, and other relevant internal and external constituencies according to the vision and mission of the University and the institutional advancement unit.

Working closely with student, faculty, staff, administrators, researchers, external contacts, s/he will carry a portfolio of annual leadership gift prospects and donors and will be responsible for an annual bottom line of dollars raised and visits made.

Bachelor's degree and 2+ years of individual constituent fundraising experience, preferably in a college or university setting are required.

### 3. Major Gifts Officer

The major gifts officer is responsible for identifying and cultivating relationships with prospective major gift and planned gift donors. This involves prospect research and developing effective solicitation strategies as well as stewarding donors throughout the gift and engagement cycle. Extensive travel is expected. Additionally, the officer is responsible for generating and executing a comprehensive diversified source of revenue streams greater than \$10,000 that engage alumni, faculty, staff, students, friends and other constituents to build and maintain a broad and growing base of major and planned gift support for Lincoln University. The officer is expected to actively generate and coordinate a robust pipeline for probable donors, employee engagement programs, and other constituents. In conjunction with the director of alumni relations, the officer will actively collaborate and recommend strategies for alumni events, including homecoming and reunion that focus on building major/planned gift pipelines. The major gifts officer will plan and execute annual programming with academic, student, athletic, and other relevant internal and external constituencies according to vision and mission of the University and the Institutional Advancement Unit.

Working closely with students, faculty, staff, administrators, researchers, external contacts, s/he will carry a portfolio of leadership gift prospects and donors and will be responsible for an annual bottom line of dollars raised and visits made.

Bachelor's degree and 3+ years of demonstrated successful fundraising experience preferably in higher education (or a comparably complex organization) are required.



*Manuel Rivero Hall*

### 4. Corporate and Foundation Relations Officer

The corporate and foundation relations officer is responsible for identifying, defining, and developing funding resources to support existing and planned program activities through the development, writing, and submission of select corporate, and foundation proposals. This position will advance the University's vision and mission by proactively seeking opportunities to develop relationships, generate new proposals, and maintain relationships.

S/he will be responsible for preparation and management of grant proposals and the grant solicitation processes, including but not limited to grant writing, submission, tracking, and reconciliation with other key

offices, including, finance, academics, etc.

The corporate and foundation relations officer will support all components of the University to generate and secure significant financial support that addresses the strategic plan priorities and the needs of Lincoln University.

Working closely with students, faculty, staff, administrators, researchers, and external contacts, s/he will carry a portfolio of major institutional funders and be responsible for an annual bottom line of dollars raised and visits made.

Bachelor's degree and 3+ years of related experience are required.



*Student Union Building*

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The candidates chosen to fill these four positions will be integral to generating the financial support needed to move the University toward its vision of becoming a national model for both 21st century liberal arts undergraduate education and innovative graduate and professional programs.

*Lincoln University is an Affirmative Action, Equal Opportunity Employer.*