



**DIRECTOR, PARENT AND FAMILY GIVING  
POMONA COLLEGE**

Claremont, CA

**THE SEARCH**

Reporting to the assistant vice president for development, the director, parent and family giving (director) will develop and lead a comprehensive parent and family giving fundraising program to generate significant major gift fundraising from parents, grandparents, and families to support the mission and goals of Pomona College. This position works independently and collaborates extensively with colleagues within the advancement division and throughout the College on fundraising, volunteer engagement, and communications. The director will provide vision and leadership of a comprehensive and well-integrated parent and family fundraising program for Pomona as part of its annual fundraising, and in preparation for the most aspirational, comprehensive capital campaign in the history of the College, while also raising the sustainable level of parent and family giving beyond the campaign.

The director will coordinate a collaborative effort amongst development officers to strategically cultivate, solicit, and steward major and leadership gift parent and family donors. The director will also provide strategic vision for and day-to-day management of Pomona's Parent Leadership Council. The successful candidate will develop and implement strategies designed to engage the top parent prospects and move these prospects progressively toward gift goals that are aligned both to the prospects' capacity and interests. This individual will be personally responsible for soliciting and closing major gifts of \$100,000 or more and is expected to successfully manage the parent philanthropy team, currently consisting of an assistant director and shared administrative assistant.

The successful candidate will be an inspiring leader and an effective advocate for the value of the liberal arts with all constituents, with particular emphasis on parents. The director must also demonstrate familiarity with a variety of the field's concepts and demonstrate a command of industry standards and procedures. The position requires judgment and ability to act independently to plan and accomplish goals.

## **DIRECTOR OF PARENT AND FAMILY GIVING**

### **Essential Functions and Responsibilities**

Reporting directly to the assistant vice president for development, the director, parent and family giving (director) will perform the following essential duties and responsibilities:

- In partnership with Pomona advancement leadership, design and implement a comprehensive development plan to increase philanthropic support from highly-rated parent prospects.
- Manage a portfolio of 125+ active parent prospects with the capacity to make \$100,000+ gifts, including assessment, identification, engagement, qualification, cultivation, and solicitation of major gifts from a personal portfolio of parent prospects, and stewarding parent donors.
- Manage the parent and family giving team, currently consisting of an assistant director and shared administrative support. Effectively lead and coach direct report(s), amplifying the qualities and skills necessary to achieve position specific goals and career development success.
- Collaborate with all Pomona advancement partners to achieve annual and campaign development goals. Strategically coordinate strategies for major gift solicitations with internal partners. Actively involve the college administration, department heads, faculty, and key volunteers in the identification, cultivation, and solicitation process as appropriate.
- In partnership with Pomona advancement leadership, establish annual qualitative and quantitative goals, objectives, and key accountabilities in order to increase donors and dollars raised from parent prospects. Prepare and deliver annual work plans.
- Implement performance metrics to encourage the highest level of performance. In coordination with the assistant vice president and Office of Research Relationship Management and Analytics, actively oversee officer portfolio activity and track outreach metrics.
- Recruit leadership and members for the Parents Leadership Council, Pomona's committee of lead parent and family volunteers. Serve as key staff contact to manage and support Pomona's Parents Leadership Council and its members. Refine and build upon the council's activities to maximize its impact and increase membership and giving, and work closely with council members on parent communications and involvement initiatives.
- In close partnership with the alumni and parent engagement and events team, consult on relevant programming for parents during college events, including Orientation, Family Weekend and Commencement, as well as lectures & symposiums, artistic, athletic, and other events.
- Develop effective ways to engage parents in volunteer activities; seek and develop new opportunities for parent involvement.
- Work with the career development office to identify parents who can provide internships or career advice to Pomona students.
- Attend campus activities such as lectures & symposia, arts performances, and athletic events to foster strong relationships with parents and students that result in philanthropic contributions; serve as a resource, advocate, and spokesperson for advancement programs at Pomona.

- Work with College partners to improve prospect relationships with the college through enhanced parent-related web pages, social media, and other forms of communications, with special emphasis on messaging to parents about giving.
- Collaborate and consult with the offices of communications and advancement communications on articles and production of the parent e-newsletter, as well content for parents' website and social media strategies for other virtual community building vehicles (Facebook®, X®, etc.)
- Oversee the department operating budget, prepare budget requests, and monitor expenditures throughout the fiscal year.

### **Required Knowledge and Critical Skills**

The Director, Parent and Family Giving must possess the knowledge, skills, and abilities to be able to successfully perform the essential functions of the position or be able to demonstrate how the essential functions will be performed, with or without reasonable accommodation, using other skills and abilities not listed below.

- Ability to build strong relationships with and engage prospects, donors, volunteers, as well as faculty, staff, and administrators.
- Deep professional skills in fundraising, parent relations, alumni relations, annual giving, and related knowledge of best practices across the advancement field.
- Strong record of accomplishment soliciting major gifts (\$100,000 and above) from individual donors and directing major gifts.
- Excellent management skills; the ability to set objectives and performance standards, provide constructive feedback, and achieve established program goals. A history of recruiting and developing talented people.
- Creative and highly motivated communicator, presenter, and negotiator who knows how to work with a diverse parent, student, and alumni population.
- Proven ability to effectively use, analyze, and leverage data in database systems, including leveraging social media connections. Demonstrated understanding of the use of technology.
- Demonstrated effectiveness and clarity of verbal and written communication with excellent interpersonal communication and leadership skills to supervise, facilitate, motivate, and inspire a diverse group of employees, parents, students, alumni, volunteers, and constituents from a wide variety of backgrounds. Must handle all activities and highly confidential information with patience, discretion, tact, and a keen eye for detail.
- Exceptional organizational, time management, analytical, presentation, negotiation, and time management skills to complete work with accuracy and attention to detail.
- Intellectual curiosity and commitment to the goals of a liberal arts education are essential, as is the ability to articulate the case for support.
- A high-level of energy, self-confidence, optimism, personal resilience, and the ability to function at peak levels in a high expectation environment.

- Other important skills and attributes include: comfort with ambiguity and change; demonstrated sensitivity, maturity, and good judgment; a proven record of professionalism, entrepreneurialism, organizational, and creativity.

**Education:** Bachelor's degree is highly desired.

**Experience:** The ideal candidate has a minimum of five years of experience as a seasoned fundraising professional, and has worked with parent and family donors. Experience in an academic setting is strongly preferred, as is working in a campaign environment.

### **TO APPLY**

Rachel Ellenport is leading this search with Grace Zakim, Emily Godamanna, and Megan Gorman. For more information, to submit a nomination, or to apply for this role, please visit:

<https://www.imsearch.com/open-searches/pomona-college/director-parent-family-giving>

*Pomona College prides itself in being an open, competitive, and equal opportunity employer.*