



**SEARCH FOR THE CAMPAIGN DIRECTOR**  
**POMONA COLLEGE**  
**CLAREMONT, CA**

**THE SEARCH**

[Pomona College](#) (Pomona) seeks a strategic, collaborative, and analytical advancement professional to serve as the next campaign director (director). Reporting to the vice president for advancement, Maria Watson, and an integral member of her senior leadership team, the director will serve as one of the key architects and drivers of a historic and ambitious comprehensive campaign to advance the mission and impact of Pomona College, one of the most highly regarded and selective liberal arts colleges in the world.

In consultation with the vice president and the senior advancement team, the director will provide vision and leadership for Pomona's comprehensive campaign, which is currently in the quiet phase. This individual will serve as a high-level strategist and facilitator in developing priorities, plans, and tactics to coalesce a complex advancement enterprise through end-to-end campaign planning and execution. As a catalyst for synergy, the director will be relied upon to motivate, deploy, and mobilize advancement staff and resources to leverage the strength of Pomona's existing development programs and infrastructure during a time of evolution and growth. With a strong service orientation and broad institutional perspective, the director will forge trusted and solutions-oriented relationships with advancement colleagues and, by extension, Pomona's leaders, top benefactors, and esteemed volunteers to create awareness, inspire confidence, and generate support for campaign priorities. The director will be a critical partner across the institution and within advancement to analyze, engage, and elevate development efforts by contributing to creative and entrepreneurial fundraising strategies, implementing industry best practices, and applying data-informed decision-making to achieve aggressive annual and long-range fundraising benchmarks within the campaign. In addition, the director will partner closely with and support the president, VP, the next AVP of complex assets and principal gifts, and the AVP of development, among others, on strategic portfolio management of the college's top 200 prospects. The director will lead and manage a small team of proposal writers and the Office of the Vice President for Advancement's staff, and lead the translation of strategic initiatives and programmatic/capital needs into persuasive proposals and compelling major gift opportunities.

This is an exceptional opportunity for a diplomatic, high-performing, and well-organized leader who excels at strategic planning and project management. The ideal candidate will possess a high degree of professional experience managing capital and comprehensive campaigns coupled with a deep understanding of and passion for advancing the mission and goals of a premier liberal arts institution. The

director will have at least seven to ten years of leadership experience in advancement with an in-depth knowledge of and demonstrated track record in all phases of a successful and comprehensive fundraising campaign. The ideal candidate will possess a donor-centric relationship-building philosophy and have experience contributing to the creation of complex proposals and collaborating with colleagues on strategy that inspires donors to make principal and transformational gifts. This individual must be a self-starter who operates with a sense of urgency and thinks strategically, analytically, and innovatively to transform new ideas into executable and enduring programs.

Complementing formal duties, the successful director must be an integral member of the Pomona College community. The successful candidate will reflect and embody the values of Pomona, leading by example and effectively serving the community with demonstrated integrity, credibility, and emotional intelligence. In accordance with its core values and mission, Pomona is especially interested in recruiting individuals with a demonstrated commitment to diversity, equity, and inclusion. This individual must be a strong and thoughtful communicator with impressive skills that include translating academic priorities into compelling cases for support and engaging and building authentic relationships with the college's diverse constituencies. The successful candidate must possess extraordinary interpersonal and diplomacy skills, and the political savvy, adaptability, and flexibility to navigate in a complex and fast-paced enterprise. A bachelor's degree is required; an advanced degree is preferred.

Pomona College has retained Rachel Ellenport of the national executive search firm Isaacson, Miller to conduct this important recruitment. Confidential inquiries, nominations, and applications may be directed to the search firm as indicated at the end of this document.

## **CAMPAIGN DIRECTOR**

### **Essential Functions and Responsibilities:**

- Plan, implement, and manage all administrative aspects of multi-year capital and comprehensive campaigns in support of Pomona College.
- Lead the planning process for special projects and initiatives throughout the campaign. Provide strategic staffing support and advice on the organization of campaign volunteer committees and initiatives; determine the leadership, define the mission, and clearly articulate goals and deliverables. Monitor progress relative to goals and timelines; assume accountability for keeping projects and initiatives on time and on target.
- Consult with advancement leadership and teams in complex assets and principal gifts, development, operations, alumni and family engagement, Pomona Plan, and communications and events regularly regarding campaign progress, and provide guidance and support on plans and strategies to achieve defined goals. Produce high-level campaign timelines and detailed underlying project plans that include benchmarks, milestones, deliverables, goals, and key players.

- Provide evaluation to Pomona's leadership, campaign volunteers, board of trustees, and staff regarding results, successes, lessons learned, opportunities for growth, and forecasting. Produce regular reports and briefing materials, budgets, campaign documents, memos/correspondence, and metrics reports to key constituents.
- In concert with Pomona advancement leadership and frontline development staff, participate in developing strategies for identification, cultivation, solicitation, and stewardship of new and existing top 200 prospects.
- Collaborate with the Advancement Communication and Events (ACE) teams, and other partners to develop campaign branding and messaging including the case prospectus, case for support, other relevant collateral.
- Collaborate with the Office of Research, Relationship Management and Analytics (RRMA) team to leverage data analytics and predictive modeling to inform campaign strategies, identify potential donor populations, measure the philanthropic potential of existing donor households, develop campaign gift tables, craft ask amounts, and design solicitation strategies.
- Seek opportunities to provide ongoing education for the College's staff and faculty, and partner on campaign strategies and best practices.
- Perform other tasks and duties as directed by the vice president for Advancement.
- Weekend and evening travel in support of campaign programs and initiatives is required.

**Required Knowledge and Critical Skills:**

- A talented and nimble leader who is eager to work collaboratively across Pomona College to convene, educate, and motivate the community around campaign planning, implementation and progress.
- At least seven to ten years of progressively responsible experience in the areas of advancement operations, prospect management, or principal gift strategy, with demonstrable experience with campaign management in complex, successful development programs, preferably in an academic institution of higher education.
- Proven management skills in establishing a team- and goal-oriented environment that empowers staff through active communication, transparency, and delegation and that builds confidence, promotes diversity of thought, and celebrates achievements.
- The intellectual and emotional depth, credibility, maturity, and sound judgment required to effectively engage and leverage Pomona's leaders, staff, and volunteers in the cultivation, solicitation, and stewardship of alumni and key prospects and donors, including high-net-worth individuals and philanthropists.
- The political savvy to navigate a complex yet intimate residential liberal arts community; the desire and ability to build bridges and strong collaborative relationships with all members of an

institution. An interest in serving as a resource to others and obtaining their input.

- A creative approach to problem solving, and strong critical thinking and analytical skills. A high level of energy, self-assuredness, optimism, personal resilience, and the ability to function at peak levels in a fast-paced, high expectation environment are essential.
- A sharp eye for operational efficiency and the best use of resources, including a demonstrated understanding of budgets and the ability to manage them.
- An understanding of and appreciation for the use of technology and tools; depth in preparation and cultivation strategies for prospects that are recorded in Raiser's Edge and EverTrue; retrieving information out of the CRM database for briefing preparations.
- Superior written and oral communication skills. Superlative interpersonal skills, an ability to lead by influence, and demonstrated success working with all individuals.
- Honesty, integrity, enthusiasm, perspective, and a sense of humor; a strong work ethic supported by commitment and follow-through.
- Enthusiasm for and appreciation of the value of the arts and liberal arts to further compelling cases for support.
- The flexibility to travel domestically and internationally, and work evenings or weekends as required.
- A bachelor's degree is required; advanced degree preferred.

**COMPENSATION AND LOCATION:** The annual salary for this role is between \$145K-\$160K with a competitive benefits package. The specific factors that Pomona College will consider when offering a salary to an individual will include, but not be limited to, education, training, relevant prior experience, and performance in prior roles.

Pomona College is located in the city of Claremont, CA, 35 miles east of Los Angeles. The city, with a population of more than 36,000, features sidewalk cafes, specialty shops, tree-lined streets, and bungalow homes. Claremont was recently ranked the 5<sup>th</sup> most-desirable town in the U.S., and housing prices are more affordable than many areas in Southern California. With stunning views of the San Gabriel Mountains, Claremont is less than an hour away from downtown Los Angeles and from mountains, desert, and beaches.

**TO APPLY:** Rachel Ellenport is leading this search with Christina Garrison 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/campaign-director>.

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

## ADDENDUM

### About Pomona College

Pomona College was incorporated in October 1887, by a group of Congregationalists who wanted to recreate “a college of the New England type” on the West Coast. Instruction began the next year in a small, rented house in the city of Pomona. By the 1920s, Pomona President James A. Blaisdell faced a difficult choice—to limit expansion to retain the college’s unique character or allow growth and expand into a university. Under Blaisdell’s guidance, the college chose a third path. Using Oxford and Cambridge as models, Pomona founded a consortium unlike any other in America.

Over the next 75 years, two graduate schools and four other undergraduate colleges joined Pomona as members of The Claremont Colleges, located on neighboring campuses, allowing cross-registration in the nearly 2,700 courses taught across the consortium, and sharing important facilities such as libraries. As such, Pomona offers both the advantages of a small liberal arts college and the resources of a university.

Today, Pomona enjoys a reputation as one of the most highly regarded and selective liberal arts colleges in the world. It also stands with a small number of institutions willing and able to admit students based entirely on academic achievement and promise without regard to ability to pay, and then to meet all demonstrated financial need of domestic students with no loans. Sixty-seven percent of students receive financial aid. Because of this institutional commitment, Pomona attracts some of the most highly qualified students in the country. Through an academically challenging curriculum, outstanding faculty, extraordinary students, and intimate size, Pomona provides an unparalleled environment for intellectual development and personal growth.

Pomona is a close-knit and diverse community of accomplished scholars, scientists, entrepreneurs, and artists who are passionate about making a difference in the world. Pomona provides excellence in undergraduate instruction across 48 majors in the arts, humanities, social sciences, and natural sciences. There are approximately 1,747 students from 61 nations and 49 U.S. states, as well as the District of Columbia, Guam, and Puerto Rico. Over 50 percent of Pomona students self-identify as members of BIPOC communities, and 13.3% of the class of 2025 are first-generation students. Almost all students live in one of 14 residence halls on the 140-acre campus.

With a student-faculty ratio of 8 to 1 and an average class size of 15, students work closely with their professors in the classroom, in the lab, and in the field. Pomona offers about 650 courses taught by 198 faculty members, all with terminal degrees. Its location—within an hour of Los Angeles and the mountains, desert, and beaches—provides countless opportunities for field study, research, and internships. About 53 percent of students participate in research with faculty, including more than 200 students who enroll in summer research programs.

Pomona has one of the biggest networks in liberal arts education with alumni working in a wide variety of career fields, from business, law, and medicine to non-profit, education, and science to politics, art, and entertainment. Pomona's 25,000 living alumni are dispersed across all 50 U.S. states and 74 countries.

### **Financial and Advancement Overview**

As of June 30, 2023, Pomona's endowment was valued at nearly \$3.0 billion. Historically, endowment distributions funded 57% of the college's operating expenses. Although the endowment is large relative to peers, growing the endowment is a necessity given Pomona College's entirely need-blind admission policy in conjunction with its commitment to meet all demonstrated financial need for all domestic students without any loans. Pomona College's total operating budget was over \$214 million for FY 2023 on a net tuition basis.

Pomona College's most recent comprehensive *Campaign Pomona: Daring Minds* concluded in 2015 with more than \$316 million raised from 28,124 donors. Funding priorities included capital improvements, unrestricted giving, financial aid, and faculty and programmatic support, both outright and endowed.

In FY 2023, total fundraising revenue was \$44.2 million, with approximately \$4.4 million given to the annual fund, \$326,000 to the parents fund, and \$13.2 million to the Pomona Plan, the first annuity and life income program in the country. For decades, the Pomona Plan has been a steady source of revenue for the college.

### **Maria Watson Vice President for Advancement**

Maria Watson joined Pomona College in 2020 as Vice President for Advancement. As an Executive Officer of the College and reporting directly to the President, Watson oversees Pomona's development, principal and major gifts, gift planning, alumni and parent engagement, advancement services, and advancement communications and events teams. The team of nearly 80 staff raises over \$40 million per year and is currently leading the most ambitious campaign in Pomona's history to support the mission of one of the leading liberal arts colleges in the country.

Watson was previously Associate Vice President for Development at the University of Southern California (USC), where she set strategic direction for major gift, regional, and school/unit fundraising initiatives to realize the university's historic \$7.2 billion campaign, "Fas Regna Trojae." She was promoted to AVP of Development in 2014 after her successful tenure building philanthropic support for the university throughout the Northeast as the inaugural director of USC's New York Advancement office since 2011.

Watson brings 25 years of experience in the non-profit sector in fundraising, marketing, and public relations. Prior to the University of Southern California, she served as the Chief Development Officer for WFUV Public Radio, Fordham University in New York. During the course of her career, Watson has also

held a number of senior positions in management, marketing, and fundraising in performing arts organizations, including Lincoln Center, New World Symphony, and Brooklyn Philharmonic. She spent seven years in marketing, ultimately as Director of Marketing and Communications for The Chamber Music Society of Lincoln Center. Her career began with the National Endowment for the Arts and Congressional Arts Caucus in Washington, DC.

A native New Yorker, Watson earned a bachelor of musical arts degree from the University of Michigan in Ann Arbor on merit scholarship. She and her husband David live in Claremont. An avid motorcyclist, she is a proud Ducatista on the street and track and has taken up the futile pursuit of speeding on a racetrack.