



Marietta College

Vice President for Advancement
Marietta College
Marietta, OH
<https://www.marietta.edu>

Send Nominations or Cover Letter and Resume to:

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The Opportunity:

Marietta College is a private, coeducational, nonsectarian, undergraduate, residential, contemporary liberal arts institution. It traces its roots to area pioneers in 1797 and was chartered by the state of Ohio in 1835. While steeped in history, today, it is a modern liberal arts college; pioneering education as a practical, relevant, and responsive [College](#).

Marietta College is consistently named one of the top private colleges in the Midwest, ranked 10th by [U.S. News & World Report](#) in 2019, and in the Top 15 every year since the rankings started in 1985. *Forbes.com* ranked Marietta in the Top 30% of all U.S. colleges and universities, while *The Princeton Review* consistently lists the College as a "Best Midwestern College." In 2015, the *Brookings Institution* ranked colleges by their highest value added, regardless of major. Marietta College came in at an impressive No. 7 in the entire nation.



Following the commitment from Marietta College's Board of Trustees to adopt an ambitious and far-reaching strategic plan and related comprehensive campaign, the College seeks to attract a talented,

inspirational development leader. The Vice President for Advancement has a key leadership role in supporting a high-performing frontline fundraising program during this transformative time for the College.

Reporting to the President, the Vice President for Advancement (VPA) is responsible for managing and leading a sizeable team of professionals, building a robust individual giving program, overseeing all fundraising initiatives, and managing a portfolio of high-level prospects. As a key leader in support of the \$100 million campaign, the VPA will staff the campaign committee and serve as the primary fundraiser alongside the President.

Overview



Marietta College provides a strong foundation for a lifetime of leadership, critical thinking, and problem-solving. This mission is achieved by offering undergraduates a contemporary liberal arts education and graduate students an education grounded in advanced knowledge and professional practice. Intellectual and creative excellence defines the Marietta experience. The College offers rigorous academic programs in more than 40 majors that are designed to challenge its students, as well as prepare them for a successful future.

A Marietta College education features [Seven Core Values](#) that form the basis of all that the College does toward its mission to provide a strong foundation for a lifetime of leadership, critical thinking, and problem solving. These core values are a liberal arts foundation, in-depth programs of study, global perspectives and diversity, world of work, community, leadership, and service.

Marietta College takes pride in its [athletic program](#). As a member of the NCAA Division III and Ohio Athletic Conference, it has 22 teams and nearly 400 student-athletes. In addition, the College has the state-of-the-art [Dyson Baudo Recreation Center](#), equipped with fitness and training facilities, a climbing wall, basketball courts, and racquetball courts available to all community members.

Not only do students benefit from one-on-one interaction with faculty, collaborating on groundbreaking research, every major at Marietta College provides an internship. Students intern all over the world at places like Walt Disney, Exxon Mobil, Target, GE Plastics, and the PGA Tour. Today, more than 90% of Marietta College graduates are employed or are in graduate school within six months of graduation.





Marietta College's student-teacher ratio is 10:1 with an average class size of 12 students. The total enrollment for the 2018 - 2019 academic year is 1,175 students from 31 states (including Puerto Rico) and six countries. Ninety-five percent of students live on campus in a range of housing options — traditional residence halls, new apartment-style residence halls, fraternities, and sororities.

To learn more, click on [Marietta College: Facts and Statistics](#).

The Role

The Vice President of Advancement (VPA) reports directly to and advises the President and Board of Trustees on all matters related to advancement and alumni relations. This position is a senior member of the College's administration and is a member of the well-established 8-member cabinet. The VPA provides executive-level leadership and strategic vision for five direct reports: Director of Major Gifts, Director of Alumni Relations, Director of Donor Relations and Administrative Services, Director of Annual Giving, and Director of Planned Giving. This dynamic leadership team is responsible for a staff of 16 professionals that are comprised of alumni relations, planned giving, prospect research, major gifts, annual fund, corporate, grants, and foundation relations, constituent relations efforts, donor relations, and event planning. The VPA has a close working relationship with a seasoned communications professional dedicated to advancement initiatives and is located in the Office of Communications and Brand Management.

In conjunction with the President, the VPA acts as a representative and ambassador to Marietta College's constituents to promote positive relationships, build strong partnerships, and garner public and private support for the College.

Key Responsibilities:

- Serves as the chief advancement officer and operates the advancement department as a team, demonstrating an open, participatory, team-oriented management style utilizing best practices from the industry to move the department forward;
- Acts as the primary lead, strategist, and coordinator for the College's comprehensive capital campaign;
- Advances the mission, vision, and short- and long-term goals of the College in concert with the President, Board of Trustees, and senior administrative colleagues;
- Actively engages with and manages a portfolio of prospects, including individuals, corporations, and foundations for the purpose of securing major, capital, and planned gifts, as well as advanced annual gifts and endowment support;
- Engages, as appropriate, the assistance and involvement of appropriate persons — members of the Board of Trustees, comprehensive capital campaign co-chairs and honorary co-chairs, other key volunteers, the President, faculty, and other key College personnel responsible for attentively

- coordinating the overall strategic direction of the President's Office in conjunction with the College's comprehensive capital campaign, strategic plan, and campus enhancement plan;
- Establishes, articulates, and holds accountable goals for the department and assesses progress towards goals in an open, transparent, collegial manner, including appraising both strengths and areas for growth;
- Instills and nurtures a culture of philanthropy within the College community;
- Has ultimate responsibility for the development of annual plans and budgets for the department;
- Staffs the Campaign Steering Committee and other campaign volunteers;
- Keeps the President, campaign co-chairs, Campaign Steering Committee, and other senior management informed of the status of key prospect strategies and ensures that the President's Office is communicating appropriately with donor constituents and is briefed on upcoming donor visits;
- Develops strategies for solicitations, utilizing institutional leadership appropriate to the level of solicitation;
- Serves as an exemplary College advocate in the community, with local leaders, business and corporate partnerships, and other leaders, and builds relationships that closely link the community with the College.

Knowledge, Skills, and Abilities:

- Bachelor's degree required; Master's degree preferred;
- A minimum of five years of successful and progressive fundraising experience working with prospects capable of making six- and seven-figure gifts. Eight to 10 years of experience preferred;
- Mastery level competence of higher education fundraising, experience in corporate and foundation fundraising valued, and campaign experience a must;
- Demonstrated experience and success in leading, planning, strategizing, coordinating, and executing a comprehensive capital campaign;
- Demonstrated experience and/or aptitude to be a strong mentor, coach, leader, and manager;
- Forward-thinking communication presentation skills (verbal and written), with highly developed interpersonal and relationship building expertise, along with the proven ability to successfully advocate for and respond to matters on behalf of the College;
- Advanced problem-solving skills and the ability to think creatively, innovatively, and persuasively;
- Demonstrated personal success in major donor cultivation, solicitation, and closure;
- Willingness and ability to travel regionally and nationally, including nights and weekends;
- Ability to work effectively with multiple stakeholders from diverse backgrounds;
- Maintain dignity and self-control in difficult situations;
- Commitment to relocate to the Marietta/Parkersburg community; and
- Sense of humor and strong ethical commitment.

Leadership



Dr. William N. Ruud **President**

William N. (Bill) Ruud, Ph.D. is among the nation's most prominent leaders in higher education after revitalizing two campuses in Iowa and Pennsylvania. On July 3, 2016, Ruud became Marietta College's 19th President. President Ruud established his leadership goals early on and they include putting students and their experience at Marietta first, as well as establishing the brand recognition of Marietta College as one of the top contemporary liberal arts institutions in the region.

With degrees from the University of North Dakota and the University of Nebraska-Lincoln, Ruud was the 10th President of the University of Northern Iowa and the 15th President of Shippensburg University of Pennsylvania. President Ruud also served in the U.S. Army as an Armor and Adjutant General Officer.

Prior to his presidencies, President Ruud was the Vice President of Advancement at Boise State University and California State University, Stanislaus and Dean of the Colleges of Business at both the University of Toledo and Boise State. He took a two-year leave from Boise State as an Executive-in-Residence and served as the Chief Education Policy Advisor for Idaho Governor Dirk Kempthorne. Professor Ruud has taught and done research in management theory, organizational behavior, strategy, policy, ethics and held leadership positions in student affairs, honors programs, and MBA and PhD programs in Business.

Ruud and his wife of 43 years, Judy, reside in the President's House at Marietta with their cockapoo, Fuzzy.

Development/Advancement Overview

The College is embarking on a five-year, \$100 million comprehensive campaign, *This Is the Time*. The campaign will serve to enhance academic programs, facilitate net revenue generation, and grow the College endowment. A recent visioning process has identified new strategic goals to which this campaign will serve as a response, while simultaneously providing a way for alumni, friends, parents, corporations, and foundations to invest in Marietta College.

***This Is the Time* Campaign Priorities**

The Marietta Fund	\$11 million
Endowed Scholarships	\$35 million
Distinctive Academic Programs	\$22 million



Faculty Development	\$10 million
Student Center	\$18 million
Athletic Facility Improvements	\$ 4 million
TOTAL	\$100 million

President William Ruud brings a track record of success closing campaigns on time and on goal. He brings great enthusiasm and energy to the institution as it moves to elevate the visibility of the College. As a critical part of the overall effort to enhance the resources, reputation, and relationships of Marietta College, the best matched person will be well versed in campaigns and a natural strategic partner to the President.

Location

Marietta, Ohio:

Established in 1788, Marietta is among *Smithsonian* magazine's top 10 best small towns in the nation to visit, landing sixth on the list. It is a drivable distance from multiple thriving major metropolitan areas, such as [Columbus](#), [Cleveland](#), [Pittsburgh](#), and [Cincinnati](#). Today, Marietta is a city of beautiful parks, two rivers, 19th-century architecture, brick streets, historical landmarks, and museums. Here you'll find one of America's most robust downtowns alive with shops, restaurants, and businesses.

To find out more about Marietta, please click: [Hometown charm](#).

Background Checks:

Prior to submitting your resume for this position, please read it over for accuracy. Lindauer does verify academic credentials for its candidates, and our clients frequently conduct background checks prior to finalizing an offer.

**To learn more, call
Faith Eutsay, Senior Consultant at
617-262-1102
or send nominations or cover letter and resume to
feutsay@LindauerGlobal.com.
All inquiries will be held in confidence.**



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