

Emerson
COLLEGE

Associate Dean for Development,
School of Communication

Emerson College

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BOSTON | NEW YORK

About Emerson College



Top ranked and internationally recognized for its specialty studies, Emerson College is the only higher learning institute in the United States that focuses exclusively on the study of communication and the arts. Emerson College is ranked #8 in *U.S. News & World Report's* 2017 Best Regional Universities in the North; #10 on the list of Best Film Schools in the country by *The Hollywood Reporter*; top journalism program in the country by *College Factual*; and in the top ten for Best College Radio Station, Best College Theater, and LGBTQ-Friendly lists for 2017 by the *Princeton Review*. Emerson also has positively impacted the Boston community with development of its "Campus on the Common," reviving that area of the city and bringing to it a new vitality.

Over the years, the institution has evolved from a small New England school of oratory to a multifaceted college with campuses in Boston, Los Angeles, and the Netherlands and degree programs in Boston, Paris, and Lugano, Switzerland. While Emerson remains committed to its historic mission as a specialized academic institution, its curriculum reflects the emergence of interdisciplinary study as a mode for teaching and learning and

affirms new directions for the fields of the arts, communications and the liberal arts. Located in the heart of Boston, Emerson is internationally recognized in its fields of specialization, which include communication studies; marketing communication; journalism; communication sciences and disorders; visual and media arts; the performing arts; and writing, literature and publishing.

Led by President Lee Pelton, Emerson is home to 3,800 undergraduate students and over 700 graduate students representing 50 states and more than 55 countries. The students are independent minds from diverse backgrounds who develop their own personal voice and expertise in professions that profoundly shape society and culture in the 21st century. The 503 full-time and part-time faculty members teach 26 undergraduate majors and 41 minors in the communication and arts discipline and 18 graduate programs offered in flexible formats.

About the School of Communication

Communication is at the core of modern life, and the School of Communication's innovative programs prepare students to be leaders in areas such as public relations, marketing, advertising, journalism, political communication, sports communication, communication disorders, management in the creative industries, and digital media.

The School has been led by Dr. Raul Reis since 2016. Previously, Dr. Reis was the Dean and a professor in the School of Journalism and Mass Communication at Florida International University (FIU) in Miami. Dr. Reis is a native of Belém, a city in the Amazon region of Brazil. He earned his bachelor's degree in Brazil, and both of his graduate degrees in the United States: a master's at Kansas State and a PhD at the University of Oregon.

About Philanthropy at Emerson

It is a new era of exciting, impactful fundraising at Emerson. Under the leadership of President Lee Pelton, newly named Vice President of Institutional Advancement John Malcom, and in collaboration with the Emerson Board, Emerson is beginning to prepare for its first ever campaign. With illustrious alumni

that include talk show host Jay Leno '73, actors Henry Winkler '67 and Denis Leary '79, television producers Norman Lear '44 (*All in the Family*), Vin Di Bona '66 (*America's Funniest Home Videos*) and Kevin Bright '76 (*Friends*), and entrepreneur and makeup artist Bobbi Brown '79, among many others, this unprecedented campaign will tap into a vast and powerful donor base.

John M. Malcolm was recently named Vice President of Institutional Advancement. John comes to Emerson from Partners in Health, where he has served as Chief Development Officer, successfully leading the organization's individual giving operation, corporate and foundation partnerships, public sector partnerships, and donor services. Prior to his work at Partners in Health, John was the Vice President of College Relations at Williams College, where he worked with the President to lead the College's \$700 million campaign, collaborating to secure the largest gift in Williams' history and bringing the overall alumni campaign participation rate to 75 percent. John's previous career experience in higher education includes development leadership roles at Swarthmore College and Bucknell University.



About the Associate Dean for Development, School of Communications

A newly created position, the new Associate Dean will be an experienced fundraising professional tasked with building a robust donor pipeline while working collaboratively throughout the school to build relationships and engage a passionate alumni base. This person will strengthen and steward current relationships with faculty and alumni, network to bring in new prospects while create engagement opportunities for donors and prospects with the goal of soliciting major gifts at the 6 and 7 figure level.

While reporting to Institutional Advancement, this person will be embedded within the school of communication with a dotted line to the Dean. They will work collaboratively across the college to develop strategies to engage alumni and donors.

Key Responsibilities

- Work closely with the VP of Institutional Advancement as well as the Dean of the School of Communication to develop a robust major gift program
- Collaborate closely with faculty and chairs to develop strategies to engage donors and alumni
- Identify, cultivate, solicit and steward a portfolio of high-level prospects
 - Develop and implement individualized donor strategies for cultivation and solicitation
 - Use sophisticated prospect research techniques to help grow the market
 - Ensure that all major individual donors are well-informed, acknowledged in meaningful ways, and appreciated in an appropriate manner throughout the year
 - Along with leadership, participate in the strategic planning and prospecting of Emerson's first ever campaign
 - Draft and edit proposals, reports, and briefings as appropriate
 - Travel as needed with the president, VP of institutional advancement, deans, chairs and faculty to meet with donors and prospects

Key Qualifications

- 7-10 years of professional development experience with increasing responsibility, including direct experience and proven results in major and principal gift fundraising and donor communication
- Success in the identification, cultivation, solicitation and stewardship of six and seven figure major gift donors
- Success managing and prioritizing all tasks associated with donor development work, including writing successful and compelling proposals and making in-person gift solicitations
- Track record of identifying and engaging new donor constituencies
- Experience working in close partnership with faculty and senior leaders to collaboratively achieve fundraising goals
- Proven ability to use metrics to drive development decisions and achieve strategic objectives
- Knowledge of development best practices and the ability to apply them in innovative ways
- Demonstrated track record of success in a fast-paced, complex organizational structure
- Enterprising professional with a keen sense of diplomacy
- Strong negotiation skills and maturity to navigate complex relationships
- Passion for the Emerson mission and ability to effectively serve as an ambassador for the College



All qualified candidates will receive consideration for employment without regard to race, color, religion, sex, national origin, disability, veteran status, or any other characteristic protected by law.

Please email your cover letter and resume in confidence to:

EmersonCommunications@developmentguild.com

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About Development Guild DDI

Development Guild DDI is a national management consulting firm partnering with leading nonprofits to deliver the strategy, talent, and philanthropic resources that impact organizations and mission delivery. We focus our work across the nonprofit sector, particularly in the fields of education, health & science, the arts, and social justice.

More than 500 clients have shaped the regional, national, and global reach of our extensive relationships, knowledge, and results. Leveraging our work with nonprofit governance and leadership development, we deliver service in two areas: fundraising and executive search.

