

Emerson
COLLEGE

Director of Parent and International
Philanthropy

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 Emerson's Global Programs

Emerson is grounded in real-world, hands-on action—and that applies to the whole world. Emerson seeks to give its students a broader global perspective through civic engagement initiatives at home and across the globe and through study abroad opportunities, including:

Global Pathways Programs: Global Pathways Programs such as the Public Diplomacy Workshop in Rosarito, Mexico; Prague Summer Film Program; Digital Marketing Trends of Business and Health Promotion in Ghana; Salzburg Global Media Academy; Screenwriter's Lab in Patmos; Writing Place and Distance in Ireland; and much more.

Community Engagement Initiatives: Community engagement initiatives such as The Elma Lewis Center for Civic Engagement, Learning, and Research; Emerson Urban Arts; and Emerson's pipeline programs for Boston-area high school students like EmersonWrites.

Co-Curricular Opportunities: Co-curricular opportunities such as the Emerson College Polling Society, the Emerson Launch entrepreneurial program, WERS, The EVVYs, and Ploughshares.

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 Director of Parent and International Philanthropy

Reporting directly to Vice President for Institutional Advancement along with a dotted line to the Associate Vice President of International and Global Engagement, the Director of Parent and International Philanthropy will be responsible for continuing to increase leadership and major gift level support from parents as well as a build a base of international donors and prospects. This person will develop, plan, and implement programs to encourage and increase parent giving as well as enhance parent relations. This person will also be the key liaison to international major gift prospects who are often Emerson parents or family members. The Director will be responsible for soliciting gifts both independently or in collaboration with Emerson College faculty, staff and leadership and play a key role on the Institutional Advancement team.

Key Responsibilities

- Work closely with the VP of Institutional Advancement as well as the AVP of International and Global Engagement to maintain and grow a successful parent giving program as well as build a portfolio of international donors
- Collaborate with college wide development officers to develop and implement sustaining and major gift fundraising strategies for parent and international prospects.
- Develop and implement individualized donor strategies for cultivation and solicitation
- Use sophisticated prospect research techniques to help grow the market
- Ensure that 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, including internationally, with the president, the AVP of International and Global Engagement, the VP of Institutional Advancement, deans, chairs, and faculty to meet with donors and prospects

Key Qualifications

- 5-7+ years of professional development experience with increasing responsibility, including direct experience and proven results soliciting gifts from parents and/or international prospects
- Success in the identification, cultivation, solicitation and stewardship of five and six figure major gift donors
- Comfort with the parent giving cycle and ask, which can often be within a small window
- 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 parents
- 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
- Keen negotiation skills and maturity to navigate complex relationships
- Strong sense of cultural anthropology
- International travel experience and/or foreign language proficiency is preferred
- 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:

EmersonPhilanthropy@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.

