



Vice President of Institutional Advancement

Southern California University of Health Sciences (SCU) is an innovative leader in health care delivery and health care education.

We are motivated to build lasting bridges between holistic and conventional medicine, creating true health care teams who can consider all evidence-based approaches to provide the highest quality and most effective care for patients. We are champions and facilitators of this exciting opportunity to change the face of health care, which will have significant, positive impacts on both the cost and patient outcomes.

As a university, we have long been on the cutting-edge of providing evidence-based, accredited degree programs in alternative and holistic medicine. Recently, we've been embarking on an ambitious vision to deliver that same high-quality education and training in more fields, and through multiple methods of delivery. Our students become effective, critical members of integrative medicine teams, and become part of changing the experience of health care.

To better support this vision and goals, SCU is **launching an Institutional Advancement Department**, to bring together three key functions: fundraising, alumni, and external communications and brand management. This is NOT a typical university advancement effort, however! This team is lean, and focused on relationships and results – as well as integrating our own teams. **Our culture operates more like a start-up than a typical university, and our approach to this department reflects that mindset.**

The Vice President is the first cabinet-level leader focused on these efforts, and will be responsible for overseeing the three functions, as well as owning a small portfolio of prospective funders. This is an exciting opportunity for someone who understands how to **synthesize and amplify messaging**, who **loves "sales"** (that is, telling stories and building relationships), who is a **builder who gets their hands dirty**, and who is a **leader who empowers their team to succeed.**

The ideal candidate for this role:

Leads through collaboration, by tapping into skills of influence and partnership rather than authority. This is someone who is skilled at building bridges with people from different departments, and different backgrounds. *He or she truly enjoys digging in to the details, understanding the big picture of what others are doing, and how to generate mutual support toward common goals.*

Is a strong decision-maker, an entrepreneurial thinker who takes quick action and creates a clear sense of accountability. *He or she always comes to the table with a*

recommendation and the reasoning behind it, and isn't attached to the outcome.

Really, truly enjoys “sales” – which means effectively telling the story of SCU, and being bold in asking for support for our plans. **Must have five years of sales experience, ideally in a team-selling environment** (non-profit or university development experience is not necessary). *This is a person who loves sharing stories about the good things people are doing – perhaps as an active alumni volunteer for their college, through a background in consultative sales where they cared deeply about which solution was best for the client, or by convincing others to take risks in building out an organization.*

Is a great communicator – both in writing and in person in a variety of settings. *This person might have some background in advertising, marketing, branding, communications, or journalism – or other ways they've honed their skills in distilling and sharing compelling stories.*

Loves rolling up their sleeves – rather than managing and maintaining a large department, this person wants to balance their leadership responsibilities with actually doing the work day-to-day, to stay connected with the key stakeholders and listen for what matters to them. *This person has most likely worked in both large and small settings, and has a keen sense of the importance of good management and leadership in moving things forward - and as a result, may have felt frustrated working in more bureaucratic institutions.*

Has an **understanding of the potential of integrative medicine** or some personal experience in receiving alternative or holistic medical care.

Lives SCU's core values – grit (take risks and be resilient toward long-term goals), **transparency** (tell the truth; own your mistakes), and **sense of humor** (don't take yourself too seriously) – which are not just words, but actually how the leadership of SCU works. *This is the kind of person who is willing to work really hard, is honest about how things are going, and believes in the importance of taking a break from all that hard work.*

Role Expectations and Responsibilities

The Vice President of Institutional Advancement will oversee a team of 3-6 staff, including the functions of fundraising, alumni relations, and external communications and branding. Through these efforts, the Vice President will ultimately be responsible for delivering fundraising results, and increasing them over time, as one of the three sources of revenue for SCU.

This role will be **focused primarily on leading the department's strategy and running the day-to-day operations of this team**, with a particular focus on establishing collaborative relationships within SCU. This position reports to the President of SCU.

The specific responsibilities of this role fall into these primary areas:

1. Team and Organizational Leadership

- Serve as a member of the Leadership Cabinet, participating in strategic planning, budgeting, and decision-making for SCU.
 - Build relationships with leadership across SCU to identify and understand projects in need of funding, stories to tell, and opportunities for collaboration.
 - Facilitate regular team meetings to ensure accountability, collaboration, and progress to goals.
 - Provide high-level leadership and coaching to the team to empower them, and help them stretch and grow in building out these functions.
- 2. Fundraising:** Lead SCU to quickly ramp up to achieve a ‘start-up’ fundraising goal of \$1 million in commitments, using a team-based, sales-driven strategy to meet that goal:
- Work with the Executive Director of Development to refine a fundraising strategy that engages the Board of Regents and the President in increasing outreach efforts to prospective donors.
 - Model effective prospect strategy and engagement, and coach and prepare others in SCU leadership to engage in team selling.
 - Participate in regular sales team meetings to ensure accountability and progress to fundraising goals.
 - Own a small fundraising portfolio of high-level prospects: plan and strategize, visit with prospects and make asks, and ensure appropriate follow-up.
 - Oversee the improvement of fundraising operations, including the effective use of Raiser’s Edge in capturing and managing data.
 - Partner with other departments as needed on grant-writing efforts, and build a longer-term strategy for grant funding.
- 3. Alumni Relations** – Oversee the launch of this new function for SCU, with a strategy to listen to alumni, and build simple, cost-effective, and meaningful programming:
- Support the Director of Alumni Relations in building a strategy that responds to alumni needs and strengthens relationships.
 - Prioritize, and begin to build the processes, systems, and tools to support a seamless and simple alumni relations operation.
 - Connect with alumni as part of the engagement process.
- 4. External Communications & Branding** – Work with the External Communications team to further build out this function to extend SCU’s brand in the community:
- Ensure alignment of external communications with the mission, vision, and goals of SCU.
 - Oversee the development and execution of a comprehensive external communications plan which promotes, enhances, and protects SCU’s brand and reputation.

Other Key Details

Location & Travel. This position is based at our Whittier, California campus (just outside Los Angeles), and will require primarily local and regional travel.

Compensation & Benefits: This is a full-time, exempt position with a comprehensive benefits package. Salary is competitive and commensurate with level of experience.

To Apply

If this profile calls out to you, please submit a tailored, authentic cover letter that explains your interest in SCU, and why this particular role is an ideal fit for you, along with your resume, to jessica@forimpact.org.

About For Impact | The Suddes Group

We help you tell your STORY, develop TALENT, and FUND your VISION.

For Impact | The Suddes Group brings a fresh approach to talent searches. We combine our decades of experience in talent, leadership, and organizational development with our 30+ years helping 5,000+ organizations raise over \$2 Billion. We believe that success lies in the ability to commit to **a fundraising model** that focuses on **sharing the impact** that will help **drive income to sustain and grow** the organization.