LIBERTY UNIVERSITY

Inviting Applications and Nominations

Assistant Vice President of Development

Liberty University, one of the largest private, non-profit universities in the United States, seeks an experienced development administrator to serve as **ASSISTANT VICE PRESIDENT OF DEVELOPMENT.** Reporting to the Vice President of Development, the Assistant Vice President of Development is responsible for establishing and maintaining the systems and staffing of the Development Division operations. Candidates must be committed to the evangelical standards and mission of Liberty University. The preferred start date is spring 2022.

VISIT LIBERTY.EDU TO LEARN MORE.

LIBERTY UNIVERSITY

Founded in 1971 with 154 students, Liberty University has become the largest university in Virginia and one of the largest Christian universities in the world. The evangelical, private, coeducational, comprehensive institution offers more than 700 unique programs of study, from the certificate to the doctoral level, many of which combine collaboration between disciplines with hands-on opportunities to simulate the real-world environments students will encounter when they graduate. More than 100,000 students are enrolled across 17 colleges and schools, attending either residentially at the Lynchburg, Va., campus or through the University's extensive online programs.

Liberty faculty are mentors as well as distinguished educators. They have real-world experience, advanced degrees from some of the world's most respected schools, and a strong commitment to the Christian faith. Every faculty member is a professing Christian who believes that teaching is a calling, not just a job, and every student is prepared for a life of meaningful service to God and to others. Social responsibility, humanitarian aid, and service-learning opportunities are all intentionally integrated into the Liberty experience.

Administrators, faculty, and staff at Liberty have a deep commitment to Training Champions for Christ. All of the courses are taught from a biblical worldview and support the University's mission to develop Christ-centered men and women with the values, knowledge, and skills essential for impacting tomorrow's world.

The same standard for excellence invested in the programs is invested also in the campus. Nearly $1 billion has been spent on state-of-the-art academic and athletic facilities over the last decade because students who learn and compete in cutting-edge environments are primed for success anywhere. Newly constructed, world-class educational facilities, attractive dorms, and an abundance of recreational facilities provide an unparalleled opportunity for students desiring a Christ-centered education to pursue their dreams in a context that is modern and filled with opportunities.

The Jerry Falwell Library serves students with its state-of-the-art robotic retrieval system, abundant group study rooms, and outstanding print and electronic resources. Biology, chemistry, health sciences, and pre-med students attend classes and conduct their research in the 121,000-square-foot science building with cutting-edge labs and classrooms. Music students are challenged to the highest level of excellence as they study and perform in a music and performing arts center that provides an atmosphere that inspires their pursuit of excellence for the glory of God. Nursing, medical, and engineering students study and learn in facilities equipped with the most modern SIMS and labs. The latest addition to the academic facilities is the $33 million, 78,000-square-foot School of Business.

While the University's top priorities remain academic and spiritual in nature, Liberty also gives students a Division I college experience, with 20 NCAA Division I athletic teams. Also available are 40 Club Sports teams, and a wide variety of student activities, intramural sports, and recreational opportunities.

Statement of Mission and Purpose

Maintaining the vision of the founder, Dr. Jerry Falwell, Liberty University develops Christ-centered men and women with the values, knowledge, and skills essential to impact the world.

Through its residential and online programs, services, facilities, and collaborations, the University educates men and women who will make important contributions to their workplaces and communities, follow their chosen vocations as callings to glorify God, and fulfill the Great Commission.

Liberty University will:

- *Emphasize excellence in teaching and learning.*
- *Foster university-level competencies in communication, critical thinking, information literacy, and mathematics in all undergraduate programs.*
- *Ensure competency in scholarship, research, and professional communication in all graduate programs and undergraduate programs where appropriate.*
- *Promote the synthesis of academic knowledge and Christian worldview in order that there might be a maturing of spiritual, intellectual, social, and physical value-driven behavior.*
- *Enable students to engage in a major field of study in career-focused disciplines built on a solid foundation in the liberal arts.*
- *Promote an understanding of the Western tradition and the diverse elements of American cultural history, especially the importance of the individual in maintaining democratic and free market processes.*
- *Contribute to a knowledge and understanding of other cultures and of international events.*
- *Encourage a commitment to the Christian life, one of personal integrity, sensitivity to the needs of others, social responsibility, and active communication of the Christian faith, and, as it is lived out, a life that leads people to Jesus Christ as the Lord of the universe and their own personal Savior.*

THE OPPORTUNITY

The Assistant Vice President of Development (AVP) serves a critical role in the success of the Development Division. This administrator works with the complete spectrum of fundraising activities, including advancement, development, major gifts, Annual Fund, and corporate gifts; donor recognition programs of the Flames Club and Letterman's Club; President's initiatives; fundraising operations; and Alumni staff. Priorities for the AVP include obtaining, maintaining, and ensuring proper storage of data; ensuring the integrity of the data; and establishing a reporting strategy from the data that supports the prospecting and overall operations of the division.

The AVP will oversee an efficient and accurate gift processing system as well as timely and accurate alumni and philanthropic reports. This officer will direct a framework of sophisticated prospect management within the division and will work closely with senior leadership and frontline fundraisers to ensure that appropriate and intentional steps are taken to increase the value of relationships in a thoughtful and strategic manner. Additionally, the AVP will train Development Division staff and frontline fundraisers on resources, processes, preparation of comprehensive reports, data entry standards, and policies and procedures specific to the Development Division.

The AVP serves on the Development Division Leadership Team and supervises five to ten employees, including supervisors of operations staff, data staff, prospect research analysts, and development and planned giving staff.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

- Hires, supervises, and trains the Development Division staff to ensure that the integrity of the data remains intact and that they are fully supported in meeting their goals.
- Takes a lead role in researching and implementing new and existing software applications and services.
- Ensures all other Development Division staff members and appropriate university staff are fully trained on software and fully understand Development Division policies and procedures.
- Serves as the primary power user of software systems for the Development Division and integration with university systems. This requires the ability to perform and facilitate collaborative functions with Ellucian Banner, CRM, as well as other software solutions.
- Facilitates fundraising, gift processing, constituent tracking, relationship management, fund management, and stewardship. Collaborates with team to ensure timely gift entry and processing and proactively captures biographical and data updates on benefactor and prospect records.
- Positions front-line colleagues for success in relationship with donors, potential donors, alumni, volunteers, students, and other supporters.
- Minimizes risks that Management incurs by accurately recording and reporting fundraising and alumni information and securing all sensitive data. Creates and maintains Data Entry Standards, Policies and Procedures, and user Training Manuals.
- Serves as a key member of the Development Division leadership team participating in collaborative and respectful discussion to identify strategic solutions to enhance Development Division operations.
- Provides overall leadership and sets direction for Development Division support services and staffing. Develops, with the Vice President of Development, and implements the annual plan for continuous improvement of data, software, staffing, and services.
- Coordinates the processing and acknowledging of gifts, pledges, pledge payments, matching gifts, memorial gifts, named opportunities, in honor gifts, and other contributions to Liberty University and its subsidiaries and affiliates as applicable, including any related foundations.
- Establishes alumni and benefactor data processing procedures. Manages access to alumni and benefactor information, safeguarding the confidentiality of sensitive data. Supervises coding of alumni and benefactor database information including coordination of imported data.
- Develops, generates, and disseminates critical weekly, monthly, quarterly, and annual advancement reports of fundraising results. Maintains thorough knowledge of KPI requirements, staff performance histories, contact center performance, and presents results

in standardized formats for staff evaluation and Development Division strategy discussions.

- Serves as a liaison with Information Technology (IT). Partners with IT to process bulk data loads and processing of data from other internal and external data sources as necessary. Proposes, prioritizes, and coordinates Development software projects with IT.
- Handles other duties as assigned.

QUALIFICATIONS AND CREDENTIALS

Minimum Qualifications

Candidates must have a Bachelor's degree in a related area, with five years of professional development/ fundraising experience with experience in a management capacity. Extensive knowledge of financial development concepts, practices and procedures, demonstrated knowledge of planned giving, and well-developed interpersonal and communications skills are required to handle the work of this position.

- Five or more years of experience in a development, advancement, fundraising, or a related philanthropic role with experience planning, staffing, and supporting fundraising programs
- Ability to collaboratively determine the best course of action that achieves goals and measurable results
- Leadership, project management, or business process analysis experience
- Strong knowledge of fundamental theories, principles, and concepts related to fundraising
- Prior experience with related software, data analysis, and reporting skills across multiple platforms
- Positive attitude with strong listening and communication skills to ensure positive and successful delivery of desired outcomes
- Individual must not be in default on any federal student or parent loan.
- Ability to articulate and defend the unique Christian educational mission and vision of Liberty University and its subsidiaries to a wide variety of individuals and groups
- Ability to obtain a valid Virginia driver's license with an acceptable DMV record and the ability to qualify for Liberty University insurance coverage
- No convictions of, or pled nolo contendere or guilty to, a crime involving the acquisition, use, or expenditure of federal, state, or local government funds, or be administratively or judicially determined to have committed fraud or any other material violation of law involving federal, state, or local government funds (CFR 668.14(b)(18)(i))

Preferred Qualifications

- At least eight years of experience in a development, advancement, fundraising, or related philanthropic role
- At least five years of related experience in a higher educational environment
- Excellent communication, strategic planning, and analytical skills
- Extensive working knowledge of Blackbaud, software solutions for non-profits, CRM-Relationship management software, and Ellucian Banner

ESSENTIAL ABILITIES AND COMPETENCIES

Communication and Comprehension

- Ability to effectively communicate both verbally and in writing to convey clear, well-articulated information
- Ability to understand, speak, and write English that conveys messages and correspondence in an articulate and professional manner

- Commitment to being a visible, dynamic member of the LU community
- Ability to become knowledgeable of Liberty University and share that information effectively with internal and external audiences
- Possess public communication skills that allow professional representation of Liberty University to a variety of business, government, and community customers and associates as well as to internal leadership, faculty, and staff
- Strong organizational skills
- Proficiency in Microsoft Word, Excel, Access, PowerPoint as well as management skills in other contracted databases (i.e., wealth profile, people search, analytics)
- Ability to organize and implement complex projects and programs and to handle multiple tasks simultaneously
- Demonstrate a high level of energy and enthusiasm as well as being innovative, creative, and service oriented

Problem Solving

- Intuitively able to reason, analyze information and events, and apply judgment in order to solve problems of both a routine and complex nature
- Ability to organize and implement complex projects and programs
- Ability to handle multiple tasks simultaneously

Physical and Sensory Abilities

- Ability to sit for extended periods to perform deskwork or type on a keyboard
- Ability to travel away from home, as needed, including extended periods in a car or airplane
- Ability to hear and speak in order to effectively communicate orally
- Ability to occasionally stand, walk, and climb stairs to move about the building
- Ability to handle materials, reach overhead, kneel, or stoop in order to conduct business
- Ability to regularly lift 10 pounds or less

Jim M. Nichols
Vice President of Development

Jim Nichols has served as Vice President of Development since February 2020. He joined Liberty University in 2019 as Assistant Athletic Director and Chief of Staff, bringing nearly two decades of leadership experience in higher education and athletics.

As Vice President of Development, Nichols leads the Alumni Relations, Development, Development Administration, Estate Planning, Development Call Center, the Flames Club, and Athletic fund-raising areas of the University. He also orchestrates activities related to the planning, execution, oversight, and evaluation of fundraising, alumni affairs, marketing, and donor relations within comprehensive development and annual giving programs.

Nichols began his career as an Assistant Coach—Administration at the University of Alabama. He also served as Head Football Coach at Faulkner University, Assistant Coach—Administration at Troy University, Director of Football Relations/Athletics at Texas Tech University, and Director of Athletics at Mount Dora Christian Academy.

Jim is a graduate of the University of Arkansas—Fort Smith and Harding University.

LIBERTY UNIVERSITY

This job description is designed to provide candidates with a basic understanding of the essential functions, duties, and responsibilities entailed in the performance of his or her job with Liberty University (LU). It is not intended to be all-inclusive.

Liberty University does not engage in unlawful discrimination or harassment because of race, color, ancestry, religion, age, sex, national origin, pregnancy or childbirth, disability, or military veteran status in its educational programs and activities. Liberty University maintains its Christian mission and reserves its right to discriminate on the basis of religion to the extent that applicable law respects its right to act in furtherance of its religious objectives.

Lynchburg, Virginia

Lynchburg, Virginia, has a population of more than 75,000, with the metropolitan area tallying more than 250,000 residents. Situated on the banks of the James River, Lynchburg has a vibrant central city that fosters a strong sense of community and offers outstanding cultural venues, performing arts, and recreational opportunities. Locally owned stores, casual and fine dining restaurants, art galleries, theatre, and special events mean something is always happening downtown. Lynchburg operates one of the top school systems in the state.

Outdoor recreational opportunities include hiking, camping, biking, fishing, boating, rowing, rock climbing, and more. Eight miles of hiking and biking trails, including portions through downtown, run through the city's Blackwater Creek Natural Area.

Lynchburg is at the crossroads of U.S. highways 29 and 460 and has transportation facilities by bus, railway, and air. Nearby cities include Roanoke, Virginia, at 50 miles; Greensboro, North Carolina, at 115 miles; and Washington, D.C., at 180 miles.

APPLICATION & NOMINATION PROCESS

Confidential inquiries are welcomed, and nominations are invited.

Applications

1) **Candidates must be committed to the evangelical standards and mission of Liberty University.**

2) **Application packet must include**:
   a) A letter of application that addresses the responsibilities and qualifications of the position
   b) Currentrésumé
   c) Four references with full contact and e-mail information, including at least two professional and one pastoral (or small group leader, etc.) (*References will not be contacted without applicant's consent.*)

3) Submit application packet to **Liberty-AVPDev@myersmcrae.com** (preferably as PDFs). Applications will be reviewed and considered upon receipt. Applications will be accepted until the position is filled.

Additional information will be requested upon receipt of application.

Nominations

Submit nominations to: **Liberty-AVPDev-nominate@myersmcrae.com**
with complete contact and e-mail information for the individual being nominated.

Emily Parker Myers, CEO, and **Jennifer Barfield**, Senior Vice President, of **Myers McRae Executive Search and Consulting** are assisting Liberty University with this search.

MYERS MCRAE
EXECUTIVE SEARCH AND CONSULTING
(478) 330-6222 **MyersMcRae.com**