



Knightsbridge



EXECUTIVE DIRECTOR OF ADVANCEMENT

Pearson College UWC

December 2013

POSITION DESCRIPTION

Client Organization: Pearson College UWC

Position Title: Executive Director of Advancement

Reports To: Head of College



BACKGROUND

History of Pearson College

Lester B. Pearson, Nobel Peace Laureate and former Prime Minister of Canada, was the driving force behind the founding of Pearson College. After retiring from public life, Mr. Pearson became interested in the United World Colleges (UWC) movement. Convinced that there must be such a college in Canada, he envisioned that: "Students will be welcomed without regard to race, religion or politics and we intend to establish scholarships so that the students who attend the College will be from all levels of society and will be genuine representatives of their own peoples. This system could become a revolutionary force in international education."

In 1974, Pearson College was founded as Lester B. Pearson United World College of the Pacific along the shores of the Pacific Ocean at Pedder Bay, on the southernmost tip of Vancouver Island. Today, Pearson College is one of 13 UWC schools worldwide. More than 3,500 students have graduated from Pearson College and work in a variety of professions in every corner of the world. No matter what they do, Pearson Scholars are dedicated to making change happen in diverse and powerful ways. They share a determination to make a difference and work in their communities as a positive force for peace.

The Program

At Pearson College, students are offered the opportunity to embrace a whole education – a powerful one that pays equal respect to academics, service, leadership, physical pursuits, creative expression, and living together.

Pearson College UWC is a two-year pre-university school (Grade 12 and Gap Year) for up to 200 students from over 100 countries who live, study and grow together at the edge of the western world. As with all United World Colleges, Pearson College believes that its mission - "to make education a force to unite people, nations and cultures for peace and a sustainable future" - is transformational.

Pearson College offers the International Baccalaureate Diploma, the most recognized and respected high-school diploma in the world. One of the first schools in North America with the IB Diploma Program, Pearson College continues to develop curriculum, such as the IB Marine Sciences course.

The program at Pearson College also includes immersion in:

- a residential village;
- service - at the College, in local Canadian communities and in a home community;
- performances and creative expression; and
- formal and informal exchanges about international issues.

The Pearson College Way

Over the years, the community, comprised of all students and educators, has created 12 informal actions for living, learning and working the Pearson College way:

- **Get to know one another:** from knowing comes understanding, and from understanding comes support, respect and trust.
- **Be optimistic:** a positive view is the engine of growth.
- **Slow down:** make a deeper commitment to fewer activities.
- **Collaborate:** working together leads to more creative solutions.
- **Embrace change:** a resilient community allows for spontaneous change and regeneration, and this is how we all grow.
- **Take risks:** follow up ideas with considered action.
- **Try your best:** you'll be amazed at what you accomplish.
- **Be mindful:** listen to the needs, desires and stories of others. Don't speculate when information is available.
- **Cooperate:** rotate positions of responsibility. Accept that anyone can lead, for this fosters compassionate, courageous and diverse leadership.
- **Accept there is no right way:** admit you might be wrong; reflect and respond in place of instant reaction.
- **Work out your mind, body and spirit:** personal sustainability increases the strength of our community.
- **Speak up:** voice community concerns in village meetings and in classrooms to ensure issues are dealt with as transparently as possible. Voice personal concerns directly with the person involved.

Governance

Pearson College is incorporated under the Canada Corporations Act. The College is also registered under the British Columbia Society Act as an extra-provincial society and is a registered charity under the Federal Income Tax Act. Although affiliated with UWC, Pearson College operates as an autonomous entity governed by a Board of Directors. The College also serves as



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the UWC National Committee for Canada, supervising and administering the activities of provincial student selection committees across the country.

Pearson College is funded by individuals, alumni, corporations, foundations, and governments from around the world as well as select provincial and local governments in Canada.

Students are selected based on promise and potential, regardless of race, religion, or politics. Scholarships are funded entirely by donation, a challenge which highlights the generosity of the foundations, non-governmental organizations, companies, governments, alumni and individuals who share Pearson's commitment to peace, diversity, and international and intercultural understanding.

THE OPPORTUNITY

Pearson College UWC seeks an engaging, dynamic and experienced leader who will embrace the values and mission of the College, drive philanthropic efforts and launch the most ambitious, comprehensive campaign in the College's forty-year history.

The Executive Director of Advancement will work effectively with the Head of College and the Advancement Committee of the Board to raise the financial resources required to achieve the College's goals. In addition to serving as the College's most visible front-line fundraiser, the Executive Director of Advancement will oversee the planning and implementation of all Advancement, Communications and Marketing activities.

The new Executive Director could be a graduate of Pearson College with appropriate sales and marketing experience or a senior advancement professional who possesses superb fundraising skills. The successful candidate could be located in Victoria and primarily at the College, travelling as necessary; or in a cosmopolitan centre, with regular visits to the College for connectivity and advancement team leadership.

The Executive Director of Advancement is expected to continue to enhance the College's advancement function, including the setting of revenue goals and meeting accountability objectives, and lead the College to further success with annual, capital, endowment and planned giving. The ideal candidate is a thoughtful, articulate and experienced leader who demonstrates the ability to create strong relationships with the advancement team and other College constituents and motivate them all toward common goals.

The College plans to grow its endowment from \$40 million to \$100 million, complete a campus renewal of \$30-\$40 million, and increase annual giving from \$1.5 million to \$5 million and alumni participation to 50%. The Executive Director of Advancement would lead the combined efforts to reach these goals.

PRIME RESPONSIBILITIES

- Create and lead the development and implementation of a strategic advancement plan that aligns with and supports the College's mission, vision and strategic plan.
- Lead, mentor and inspire the Advancement and Communications teams.
- Develop and implement annual operation plans for communications and marketing, alumni engagement, fundraising and donor relations with clear targets and accountabilities, ensuring that best-practice activities are in place to support advancement goals.
- Assume responsibility and accountability, delegated as appropriate, for day-to-day Advancement operations, staff, and budgets.

- Provide appropriate oversight and guidance in the development of policies, procedures and reports to ensure that the database is maintained and used to its full potential.
- Work closely with the Head of College, the Chair of the Advancement Committee of the Board, and the whole Board to collaborate on fundraising activities and to coordinate outreach to key supporters.
- Contribute to the overall direction and management of the College by serving as a member of the College's senior administrative team.
- Maximize the College's brand and public profile in Canada and globally.
- Work closely with the Head of College, advancement staff and faculty to support alumni activities of the College.

NEAR TERM EXPECTATIONS

- Become fully immersed and engaged in the mission, culture and communities of the College.
- Build capacity and create an empowered team environment for Advancement staff by guiding, mentoring, supervising, and supporting staff to reach and exceed goals.
- Establish the overall fundraising, marketing and communications strategies to meet the campaign goals.
- Initiate and support a strategic and integrated approach to cultivation, solicitation and stewardship activities, as well as the development of specific strategies and actions for individual donors and prospects.
- Develop and implement a strategy to increase government funding.
- Maximize the effective use of members of the Board of Directors, patrons, faculty, staff, friends and volunteers of the College for prospect identification, cultivation, solicitation and stewardship of donors.
- Identify, recruit and retain motivated volunteers.
- Coordinate activities to maintain and enhance positive, proactive relations with the government and diplomatic community in Canada and internationally.
- Develop a vision and strategic plan to inspire and engage alumni and current students.
- Lead the development and maintenance of the major donor prospect pipeline database through the creation of strategic, systematic, and ongoing prospect identification, research, data tracking and stewardship.

THE CANDIDATE

Candidate Qualifications, Key Competencies and Personal Attributes

- An exceptional builder of relationships with the consummate interpersonal and communication skills to quickly and effectively establish and nurture relationships/partnerships with all constituent levels.
- Either a graduate of the College with relevant sales, marketing or business-building experience or a fund development professional with demonstrated success in developing and managing campaigns, major gift and leadership giving programs in Canada and/or abroad.
- A strong interest in the transformative power of education and the ability to effectively market and communicate the distinct mission and values of Pearson College.
- Can develop comfortable rapport with donors and volunteers, and is able to interact easily with all individuals on a professional and social basis.
- Thinks strategically and innovatively in creating new business initiatives while driving tactical operations to support growth.
- Results oriented and employs business metrics effectively, demonstrating and surpassing standards of excellence.



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- An inspirational and collaborative leader who motivates and works closely with a team – including volunteers and governing boards - to achieve individual and shared goals.
- Adept at using traditional and social media in prospect/donor communication, engagement and stewardship.
- Ego in check, and understands that it is first about organization and the mission.
- Willing to travel including frequent overnight trips.
- A Bachelor's degree is required, and a second language is an asset.

CONTACT INFORMATION

Should you have any questions regarding this initiative, please contact:

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