



**ASSOCIATE VICE PRESIDENT OF DEVELOPMENT, CENTRAL AND UNITS**  
**GEORGE MASON UNIVERSITY**  
Fairfax, Virginia  
[George Mason University](https://www.georgemason.edu)



The Aspen Leadership Group is proud to partner with George Mason University in the search for an Associate Vice President of Development, Central and Units.

The Associate Vice President of Development will support the Vice President of Advancement and Alumni Relations in identifying and implementing strategies for success in securing significant philanthropic support for George Mason University. The Associate Vice President will be responsible for the strategic planning and implementation of comprehensive marketing and solicitation initiatives aimed at growing, diversifying, and sustaining fundraising revenues, and will manage a team of professional gift officers and fundraising program directors to include University Life, Athletics, Libraries, Visual/Performing Arts, Annual Giving, Parent and Family Philanthropy, and Planned Giving.

The Associate Vice President will collaborate with university stakeholders to foster a philanthropic culture within Mason and establish a pipeline of future donors, as well as develop and implement innovative marketing plans and programs for enhanced fundraising efforts and outcomes. The Associate Vice President will provide service and leadership to the George Mason University community by developing and leading high performing teams, acting as a strategic partner in developing, managing, and sustaining relationships with key partners, and contributing to the implementation of a strategic vision for a highly effective philanthropy program at George Mason University.

George Mason University is Virginia's largest and most diverse public research university. Located near Washington, D.C., Mason enrolls more than 38,000 students from 130 countries and 50 states. Mason has grown rapidly over the past half-century and is recognized for its innovation, entrepreneurship, and commitment to provide academic opportunities for students of all backgrounds. Mason was ranked most diverse university in Virginia, and 35<sup>th</sup> most diverse in the country, by *U.S. News & World Report*.

Mason's ten colleges and schools cover all academic areas. Its professors bring their knowledge and connections to the classroom, challenging students to push the boundaries of research, skill, and application based on real-time knowledge of marketplace demand. Mason offers 132 degree programs at the master's, doctoral, and professional levels, as well as more than 100 graduate-level certificates. Mason is also home to the Smithsonian-Mason School of Conservation (SMSC), the only program of its kind in the nation. Students are taught and mentored by Smithsonian scientists through a partnership with the Smithsonian Conservation Biology Institute (SCBI).

Mason's University Office of Advancement and Alumni Relations is a comprehensive development and alumni relations enterprise with a staff complement of approximately 125. Functional units within Advancement include development/fundraising, alumni relations, stewardship and donor relations, advancement communications, special events, gift processing, research, prospect management, gift planning, corporate and foundation relations, information systems and management, and infrastructure services.

Advancement's mission is to build strong, lifelong relationships with George Mason University's alumni and constituents, while matching their philanthropic interests with university aspirations and priorities. The division is committed to serving the needs of the university, its alumni, and the greater community by providing access to quality education and lifelong learning. Respect, service, integrity, collaboration, diversity, transparency, and creativity are the values that guide its work and culture.

### **REPORTING RELATIONSHIPS**

The Associate Vice President of Development, Central and Units will report to the Vice President of Advancement and Alumni Relations, Trishana Bowden, and will oversee a team of twelve. Seven of the twelve reports are dual reports to both this Associate Vice President and the Dean or Vice President of the respective Unit.

### **FROM THE VICE PRESIDENT**

*On behalf of the Office of Advancement and Alumni Relations at George Mason University, I would like to extend a warm invitation to you to apply to join our team. We are looking to hire two Associate Vice Presidents to help us accelerate and meet our philanthropic goals and priorities.*

*When it comes to our people, in Advancement, we emphasize partnership, practice mutual accountability, value feedback, welcome diversity, encourage collaboration, and invest in individual development and engagement. Through strategic planning and relationship building, together, we support the university and its mission to be an inclusive and innovative academic community that provides broad access to higher education while delivering world-class research.*

*I am looking for energetic, talented, motivated, and creative candidates who can partner with me to help lead our frontline fundraising efforts. Mason is the most diverse school in the Commonwealth, one of the fastest-growing schools in the country, and has over 200,000 alumni, adding thousands more each year. I am proud to work at George Mason University and am looking to add two senior leaders to my team who are just as proud of and committed to this great Institution as me. At Mason, your work matters, and your efforts are impactful. We have the pleasure of serving and working for an academic community committed to creating a more just, free, and prosperous world. If you are a fundraising leader who can build rapport, engage with employees, colleagues, donors, and alumni, and who will personify innovation and inclusivity then I encourage you to learn more about these two fantastic opportunities and apply.*

–Trishana Bowden, Vice President of Advancement and Alumni Relations

## **GEORGE MASON UNIVERSITY'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION**

Achieving Mason's commitment to the personal and intellectual growth of its students, teaching excellence, and innovative research is only possible through a diverse population of students, faculty, and staff. Exchanging a broad range of ideas and sharing a multitude of experiences and perspectives sustains its commitment and builds a community in which everyone thrives.

Mason's goal is to build and sustain an inclusive campus community and to foster a welcoming climate that values and respects all members of the community.

True diversity is defined not only as differences in individual backgrounds, personal identities, intellectual approaches, and demographics; it is also the removal of barriers and the creation of space that allows individuals to fully engage in the life of the university. The commitment to providing these opportunities equally to every member of its community is the force behind creating a diverse, ideal George Mason University.

## **PRIMARY RESPONSIBILITIES**

### **Leadership and Coaching**

The Associate Vice President of Development will

- manage George Mason University's central philanthropy programs, including recruitment, orientation, mentoring and fundraising activities, and provide leadership and staff oversight for fundraising professionals;
- in collaboration with the Vice President and other university leaders, develop and implement plans, monitor and report progress towards goals, increase fundraising effectiveness, and strive to attain greater levels of philanthropy for George Mason University within a collaborative team environment;
- develop and maintain a strong, positive rapport with unit leadership, including Deans and development officers to ensure optimum participation in fundraising;
- oversee University Life, Athletics, Libraries, Visual/Performing Arts, Annual Giving, Parent and Family Philanthropy, and Planned Giving;
- manage a team of fundraising professionals and maintain a personal portfolio of prospects with multi-disciplinary interests within a high-performance, metrics-based team environment;
- train, coach, and mentor team members in best fundraising and operational practices;
- foster a culture of collaboration and communication with academic leaders among units and with central fundraising services;
- ensure the adoption and effective use of strategic tools and resources such as contact reports, prospect management, research, and the CRM database;
- serve as a strategic partner to Advancement Operations in the recruitment, retention, development, and engagement of development team members; and
- identify and implement best practices to support a culture of diversity and inclusion in the workplace.

### **Revenue Responsibility**

The Associate Vice President of Development will

- build, develop, and manage a small individual portfolio of prospects/donors focusing on major and principal gifts;
- identify, cultivate, solicit, and steward individuals for the purpose of securing gifts/grants for George Mason University's initiatives;

- establish long-term relationships on behalf of George Mason University;
- work collaboratively with administration, faculty, development officers, academic and athletic programs, research centers and institutes to enhance relationships with the goal of securing and increasing philanthropic support;
- collaborate with fundraising efforts outside of the Associate Vice President's direct responsibility to maximize fundraising across all units;
- provide stewardship to existing donors within an assigned portfolio and secure ongoing renewed support;
- collaborate closely with advancement and alumni relations colleagues to build out multidimensional strategic relationships with donors, and prospects to drive overall support; and
- build and nurture effective working relationships with alumni, parents, friends, volunteers, and team members.

### **Strategic Planning, Collaboration, and Communication**

The Associate Vice President of Development will

- work closely with internal and external partners to promote and solicit funding from viable prospects;
- clearly articulate fundraising goals in the context of the overall Advancement mission, goals, and objectives;
- collaborate with alumni relations and university relations to increase alumni support, grow alumni giving, and maximize conversion of suspects to prospects;
- coordinate with marketing and communications to synchronize marketing with donor messaging;
- conduct research and maintain in-depth knowledge of all university policies and priorities;
- serve as a strategist responsible for setting organizational priorities that strengthen the donor pipeline and lift the fundraising capacity to meet increasing annual goals and drive long-term results;
- lead and oversee annual giving and planned giving performance metrics and analysis to measure and strengthen fundraising effectiveness and outcomes;
- stay abreast of industry standards, trends, breakthroughs, and best practices, and implement changes accordingly to maintain competitiveness among peers and to grow their philanthropic impact;
- reimagine Annual Giving efforts to better connect with alumni and friends;
- create a parent fundraising program focused on major gifts;
- facilitate synergy between other special interest fundraising groups including Women in Leadership and Philanthropy, Black Leadership Network, and Latino initiatives; and
- respond to queries as the expert on funding priorities.

### **Reporting, Analysis, Stewardship, and Donor Management**

The Associate Vice President of Development will

- provide thoughtful, consistent, and appropriate stewardship including impact statements/reports and other measures of accountability;
- maintain current and accurate internal records of relationships and interactions through the donor/prospect database;
- write and submit proposals directly or via staff;
- participate in regular Development meetings to share updates of activities;
- collaborate with Development staff, sharing best practices, current challenges, and opportunities and assist in framing overall development strategy; and
- utilize the donor database for reporting/analysis that measure progress against department goals.

## KEY COLLEAGUES

### **Trishana Bowden**

#### **Vice President of Advancement and Alumni Relations**

#### **President, George Mason University Foundation**

Trishana Bowden joined George Mason University in March 2019 as the Vice President of Advancement and Alumni Relations and President of the George Mason University Foundation.

As the Vice President of Advancement and Alumni Relations and President of the Foundation, Trishana reports jointly to the President of the university and the Foundation Board of Trustees, working harmoniously with a multitude of highly engaged and energetic university and foundation partners. She is responsible for developing, executing, and evaluating all aspects of the university's comprehensive fundraising program, including annual giving, major and leadership giving, corporate and foundation relations, planned giving, alumni relations, research and prospect management, development services, and donor cultivation and stewardship.

Trishana provides vision and direction for University Advancement with a clear focus on future fundraising after the completion of the record-setting *Faster Farther* campaign, which concluded in December 2018. She provided strategic leadership and direction for post-campaign analytics, reporting, and follow-up, while working with key leadership to develop clear priorities and a plan for future support through pipeline development, alumni engagement, and participation strategies.

Bowden came to Mason from Goucher College in Towson, Maryland, where she was the Vice President for Advancement, responsible for providing strategy, leadership, and direction for fundraising, alumni and parent relations, campaign planning, and implementation. Her accomplishments there included diversifying and strengthening Goucher's donor base and pipeline to build a culture of philanthropy, which led to a doubling of overall giving to the institution in less than three years.

Prior to her work at Goucher, Trishana was the Associate Dean for External Relations at the University of Maryland's Francis King Carey School of Law. She also served as Associate Dean for Institutional Advancement at American University Washington College of Law and has held development positions at the American Lung Association of Maryland and the Johns Hopkins Oncology Center. She received a B.S. in Mass Communication/Media Studies from Towson University in 1991.

## PREFERRED COMPETENCIES AND QUALIFICATIONS

George Mason University seeks an Associate Vice President of Development with

- experience in the leadership and management of Advancement and Alumni Relations professionals within a complex organization;
- an understanding of and success in advancement and philanthropy, best practices and in the management and mentorship of front line development directors;
- an understanding of Annual and Planned Giving best practices, program development, and mentoring Annual and Planned Giving professionals;
- experience soliciting and closing gifts, including complex, blended, and transformational gifts, from individuals, preferably at a college or university;
- success working on teams that develop high-level gift agreements with funding opportunities across disciplines;
- broad practical and substantive expertise across multiple related disciplines;
- leadership skills with an ability to inspire staff and volunteers to achieve and surpass goals and objectives;

- an ability to develop strong presence in the community through effective networking, planning, and execution of fundraising strategies;
- an ability to identify and implement strategic fundraising solicitation strategies in support of strategic initiatives;
- proficiency in the utilization and application of data and analytics as a tool to inform donor strategy;
- excellent computer skills including database management and proven understanding and proficiency with CRMs, fundraising databases, and prospecting tools;
- integrity, trustworthiness, and a record of working collaboratively across organizations to meet shared goals;
- superior writing, oral communication, presentation, and interpersonal skills;
- flexibility and adaptability with a strong work ethic and entrepreneurial spirit to accommodate large responsibility and multiple priorities; and
- an ability to work within a team framework and manage teams and projects.

A bachelor's degree is required for this position as is at least ten years of development experience in higher education, including seven years of managerial experience.

#### **SALARY AND BENEFITS**

George Mason University offers a competitive salary and [benefits package](#).

#### **LOCATION**

This position is located in Fairfax, Virginia.

#### **APPLICATION INSTRUCTIONS**

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of George Mason University as well as the responsibilities and qualifications presented in the prospectus.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

*To apply for this position, visit:*

[Associate Vice President of Development, Central and Units, George Mason University.](#)

*To nominate a candidate, please contact Don Hasseltine:*

[donhasseltine@aspenleadershipgroup.com.](mailto:donhasseltine@aspenleadershipgroup.com)

*All inquiries will be held in confidence.*