Director of Advancement

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Type: Full-Time
Category: Development and Fundraising
Company Description:

Bay Path University is a private comprehensive university with a bold and innovative spirit. Known for its commitment to providing a practical and career-focused education, Bay Path offers a residential bachelors degree for women only on its Longmeadow, Massachusetts campus, as well as bachelors, masters and doctoral programs for both men and women on campuses in East Longmeadow, Boston, Guaynabo, Puerto Rico and online. In 2024, Bay Path expanded its reach and program offerings through the acquisition of Cambridge College, increasing its enrollment to approximately 5,000 learners, gaining new locations, strengthening its online presence, and broadening its career-focused programs. Respected for strong allied health, education and business programs, accessible online options, and a supportive community, Bay Path is an appealing choice for many students.

Job Description:

Supervisor: Vice President for Institutional Advancement

Position Code: DIRAVLG

Status: Full time

Hours: M-F 8:30am - 5:00pm with occasional evenings and weekends

Job Location: Boston/Hybrid

Exempt (Yes/No): Yes

JOB SUMMARY:

The Director of Advancement (Major Gifts) is a frontline fundraiser who manages a portfolio of high-capacity alumni, parents, friends, and partners to secure philanthropic support for university priorities. The Director oversees all phases of the major gift cycle, prospecting, qualification, cultivation, solicitation, and stewardship, and works collaboratively across Advancement (Annual Giving, Donor Relations, Advancement Services, Corporate & Foundation Relations) and with academic and administrative leaders.

ESSENTIAL JOB FUNCTIONS:

- Portfolio Management & Strategy
- Manage a portfolio of major-gift prospects as defined by the university.
- Maintain individualized moves-management plans and timely CRM reports.
- Achieve annual goals for donor interactions, solicitations, and gifts closed.
- Oversees virtual engagement officer program (AI powered) with a portfolio of 1000.

Prospecting & Qualification

- Partner with Prospect Research (Advancement Services) and Annual Giving to identify and qualify new prospects.
- Develop short, mid, and long-term pipeline strategies.
- Expand participation among underrepresented alumni and friends.

Solicitation & Closing

- Develop donor-centered proposals aligned with institutional priorities (scholarships, student success, programs, faculty support, unrestricted funds, and any future capital projects).
- Lead major and leadership-level solicitations, engaging senior leaders, deans, faculty, and volunteers.

Stewardship & Donor Experience

- Deliver high-touch stewardship in partnership with Donor Relations.
- Provide impact reporting, recognition plans, and encourage multi-year and blended gifts.

Collaboration

- Serve as advancement liaison to assigned schools/units; translate priorities into fundable opportunities.
- Contribute to campaigns, giving days, and regional engagement.

Data Integrity & Compliance

- Document all activities promptly in the CRM.
- Follow CASE Global Reporting Standards, institutional policies, and ethical fundraising practices.
- Attend trainings as required.
- Perform any other duties or tasks as assigned by the University.

Requirements:

- Bachelor's degree required; advanced degree preferred.
- Minimum of 3 years of progressive fundraising experience with a record of closing complex gifts required.
- Experience managing a disciplined portfolio and partnering with executives, leaders, and volunteers required.
- Strong interpersonal, presentation, and writing skills required.
- Proficiency in CRM platforms (e.g., Blackbaud NXT, Salesforce) and Microsoft 365/Google Workspace required.
- Ability to travel and work evenings/weekends as needed required.
- Valid U.S. driver's license; safe driving certification within 15 days of hire
- Campaign experience, including planning, quiet/public phases, and volunteer management
- Familiarity with planned giving and blended gifts
- Understanding of corporate and foundation funding pathways
- Experience managing volunteers (boards, councils, committees)
- Analytical skills with the ability to use data for strategy and forecasting
- High integrity, judgment, resilience, and a growth mindset
- Ability to establish and maintain effective working relationships with all members of the University community including students, faculty, staff, and administrators
- Ability to adhere to University policies and procedures.
- Ability to handle confidential information with discretion and within FERPA and HIPAA guidelines.
- All new employees must complete the FERPA, Anti-Harassment, and any other required online trainings within 15 days of employment.
- General knowledge of the University's mission, purpose and goals and the role this position plays in achieving those goals.

Additional Information:

Bay Path University is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law.

Application Instructions:

All qualified applicants for this position should attach a cover letter, resume / curriculum vitae, and any other relevant information pertaining to this position and your candidacy. Please apply online. Faxes and emails will not be accepted.

Bay Path University is a smoke and tobacco-free community.

All offers of employment are contingent on satisfactory background check.

In compliance with the Americans with Disabilities Act (ADA), if you have a disability and require a reasonable accommodation to apply for a position please email us at HR@baypath.edu or call 413-565-1157.
Bay Path University is an affirmative action equal opportunity employer, committed to fostering diversity in its student body, faculty and staff.

Related Searches:

Development and Fundraising

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