



Associate Director of Advancement  
February 2024



The VCC Foundation recognizes and acknowledges the Musqueam, Squamish, and Tsleil-Waututh people, on whose traditional and unceded territories we, live, learn and work.

Vancouver Community College is the first choice for innovative and experiential learning for life. A conscious pillar in our community, VCC offers academic, cultural, and social environments that inspire relevant real-world training for all students at any stage of their educational journey.

Located on two campuses in the heart of Vancouver, VCC is proud to inspire a new generation of students to discover their passions, gain essential skills, and learn what it takes to succeed in a competitive workforce. VCC boasts over 15,000 students, including a growing number of Indigenous and International learners, 1,100 employees, and an annual budget of \$105 million.

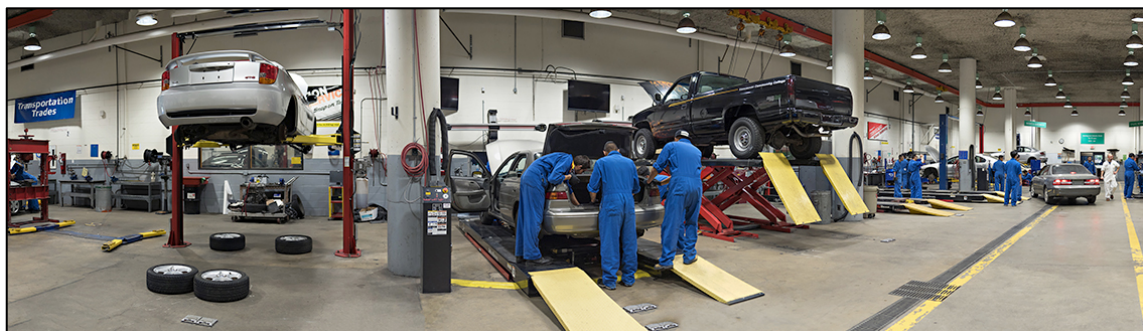
A key player in BC's post-secondary landscape, VCC has honoured its mandate to maintain programs directly related to the labour market. While other colleges and universities have shifted their operating models, VCC continues to put "community" first.

With a bold Strategic innovation Plan (<https://www.vcc.ca/strategic-plan/>) and a new Campus Plan (<https://www.vcc.ca/about/college-information/campus-plan/>), VCC is poised to make its largest ever capital expansion and strengthen its position to prepare for an exciting future.

To support this planned growth, VCC is seeking a new Associate Director of Advancement - as it embarks on its largest campaign to date with the new Centre for Clean Energy and Automotive Innovation (CCEAI) as its focal point. The Associate Director will manage donor portfolios, execute special campaigns and appeals, steward donors and lead a support staff member and other contractors from time to time. Under the guidance of Moira Gookstetter, Executive Director - Foundation, the Associate Director will have the opportunity to create a campaign from beginning to end, while building a solid Foundation program for years to come.

This is an exciting opportunity to:

- Fundraise for a compelling and unique campaign project in clean energy.
- Help position VCC as a destination of choice for philanthropists and ambitious fundraisers.
- Join an institution that is dedicated to "community" and lives its JEDI principles.
- Take advantage of VCC's commitment to professional growth and promoting from within.
- Develop and establish a strong advancement culture across the College.



## APPLICATION AND SELECTION PROCESS

Applications, enquiries, and nominations to VCC's search partner, The Discovery Group, are welcome. Please contact Christoph Clodius, Vice President of The Discovery Group, at [christoph@thediscoverygroup.ca](mailto:christoph@thediscoverygroup.ca).

The deadline for applications is March 15. However, applications will be reviewed on an ongoing basis, so we strongly encourage immediate enquiries & submissions.

VCC offers a significant total compensation package, which includes vacation and a holiday closure in December, employer-paid extended medical and dental health care coverage, enrolment in the College Pension Plan, and institutional support for professional development and growth. The Associate Director role is classified as pay grade 11 and ranges from \$89,455 - \$119,273 - \$131,201 with normal starting salary placement between \$89,455 and \$119,273.

The Foundation team works within a hybrid work model and offers opportunities to work remotely and onsite based on the operational needs of the department.

Vancouver Community College is committed to maintaining a work force that represents the diverse community we serve and encourages all qualified applicants to apply. If you are an applicant requiring an accommodation, please let us know so that we can work with you to meet your accessibility needs.

## VCC FOUNDATION

The VCC Foundation is a registered charity and distinct separate entity from the College. Its mission is: To stimulate financial support for the students and programs at Vancouver Community College; to ensure the prudent management of funds received and encourage the community's goodwill toward the College.

The Foundation team raises funds that create and support quality life-long experiential learning opportunities for VCC students to achieve their educational goals and build career success. The Foundation assets total include over \$18 million in cash and investments, received through donations from corporations, individuals, foundations, service groups, associations, and special events.

Each year the Foundation provides funding for students in financial need, awards to recognize academic achievement and equipment for technology. Last year the Foundation provided over \$365,000 in scholarships to over 425 students, \$228,000 in bursaries to over 392 students, and over \$247,000 of funding for programming, project support, and equipment.

Looking forward, with a recent government announcement to invest \$271 million, the Foundation is about to begin the silent phase of a comprehensive campaign to support VCC's bold vision for the future and its catalyst project, the Centre for Clean Energy and Automotive Innovation (CCEAI). This will be the largest fundraising campaign and is the single largest investment in College history. These expansion efforts are an exciting opportunity to add state of the art facilities to inspire student learning.

## VANCOUVER COMMUNITY COLLEGE

The need for VCC's focus on career ready programs is clear. With nearly one million job openings predicted in B.C. over the next ten years, 41 per cent of them will require college or apprenticeship training.

VCC's programs and courses span a wide range of topics, including Academic Upgrading, Apprenticeship Training, Baking and Culinary (including Western Canada's largest culinary school), Business, Design, Hair and Esthetics, Health Sciences, Hospitality, Music and Dance, Technology, Transportation Trades. VCC's connections to industry ensure students have direct access to employers.



Community partnerships make a VCC education unique and often take training directly into communities. As an example, last year as part of the Heiltsuk Tribal Council's investment Shearwater Marine Ltd., a 63-acre resort, marina and related business co-located on Denny Island, the Tribal Council partnered with VCC and others to offer on-site training and stipends for Haítzaqv members who wanted to earn trades certifications and apply their skills to a career at Shearwater. Through their partnership with VCC, the Haítzaqv are co-creating a Haítzaqv Culinary Arts course to share knowledge on gathering, harvesting, and traditional food preparation.

VCC's commitment to diversity, accessibility, quality, and relevance makes the College a unique and exciting place to study. The belief that VCC students have unlimited potential equips graduates with the skills and knowledge they need to succeed. VCC is one of B.C.'s largest providers of tuition-free Adult Basic Education and English as an Additional Language (EAL) programming. For decades, VCC's Community and Career Education department has provided top-quality job training programs for adults living with disabilities. A major benefit of these programs has always been multiple workplace practicums throughout the school year with a wide variety of employer partners ranging from coffee shops to clothing stores.



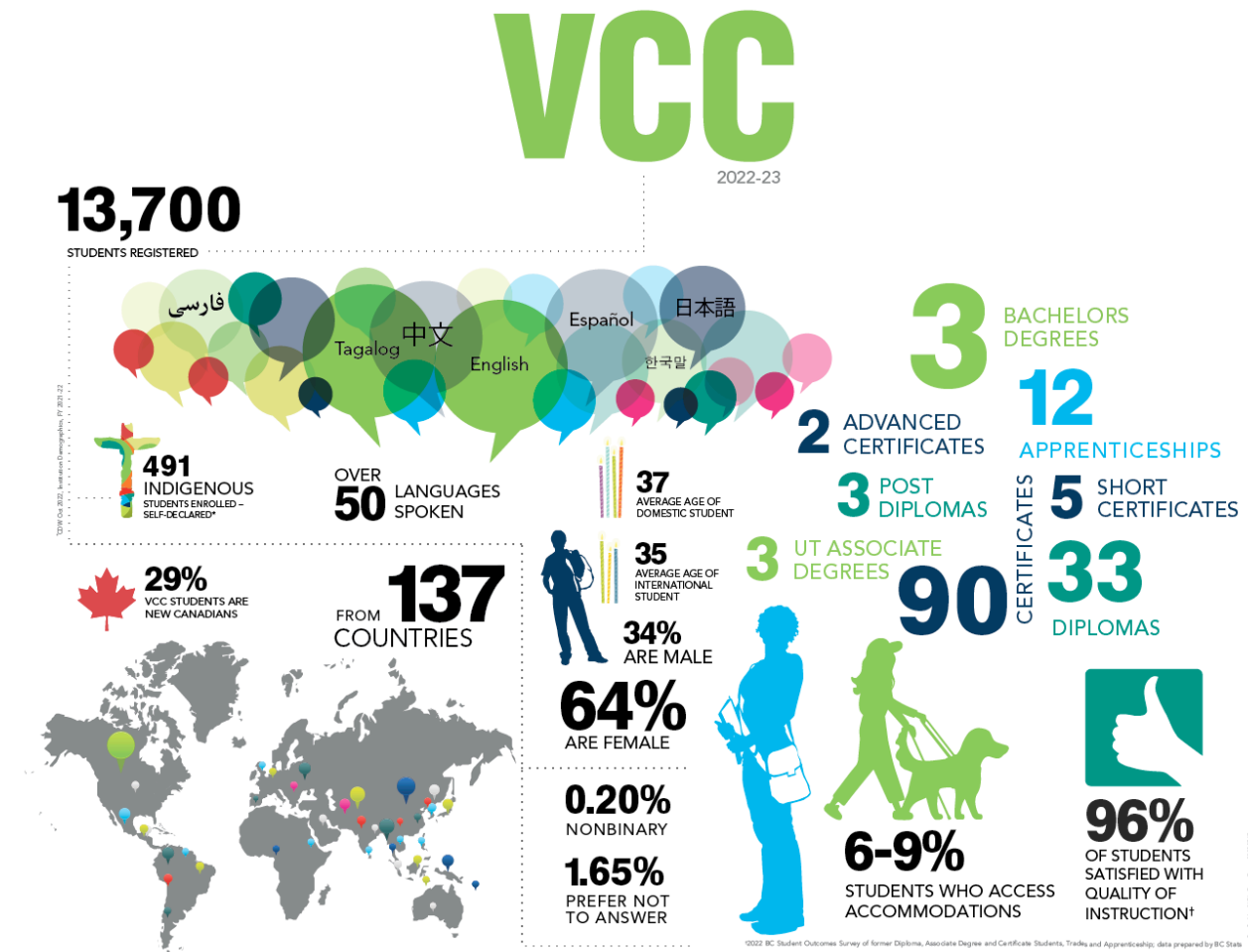
VCC has two campuses: the Broadway campus on East Broadway and the Downtown campus at Dunsmuir and Hamilton, as well as three dozen satellite locations.

Our on-campus facilities - including gourmet restaurants, an auto shop, and salon and spa - allow students to hone their skills and training while providing high-quality lower-cost services to communities within the Lower Mainland.

To learn more about VCC, see <https://www.vcc.ca>



VCC at a Glance:



JOB DUTIES & RESPONSIBILITIES

The Associate Director will contribute to the development of integrated Foundation strategies and fundraising success. They are responsible for developing, leading, and implementing regular and specialized campaigns and collaborate with members of the College’s leadership team, key institutional stakeholders, and community partners.

The Associate Director is an essential point of contact between donors, prospective donors, and alumni to realize philanthropic, marketing and business development opportunities, as well as sponsorship and strategic marketing initiatives focused on revenue generation.

The Associate Director's duties include:

#### *Fundraising Leadership and Support*

- Facilitates, coordinates, and delivers various fundraising strategies, events, and activities to foster donor cultivation with a focus on building a major gifts pipeline of \$25K and higher, and securing leadership gifts of \$100K+.
- Develops and implements tailored action plans, solicitation strategies and proposals for each prospect.
- Plans and coordinates needed resources required for successful fundraising campaigns and appeals and their evaluations.
- Ensures all development programs and campaigns are in place and kept on a deadline-driven timetable to maintain, grow, and evolve good relations with the College's donors.
- Helps develop and implement a planned giving strategy in line with the Foundation's long term growth plans.

#### *Community and Partnership Development*

- Identifies and leads the development of new partnerships and business opportunities in collaboration with the ED, and other key stakeholders.
- Creates, builds, and maintains positive relationships with donors, key external stakeholders, and community partners.
- Develops and executes a prospect management process, including the creation of a pipeline of potential major gift donors, using best practice moves management principles.
- Develops a donor recognition and stewardship process, and relevant policies, procedures, agreements, and contracts as needed.

#### *Strategic and Operational Planning Leadership and Management*

- Works with the ED to develop and execute strategic and operational plans while communicating and meeting the College's overarching strategies, expectations, and standards.
- Helps develop operating structures, policies, and procedures for the Foundation.
- Ensures clear and effective communication within the department.
- Represents the department on various internal and external committees as needed and liaises with related areas in the College.

#### *Financial and Operational Management*

- Prepares budgets and forecasts as needed and supports the ED in the development of the Foundation's overall budget for revenue targets and forecasting.
- Maintains a focus on accountability, monitoring, and adherence to budget/granting targets with partner departments.
- Approves and oversees program related expenses where appropriate.

## *Human Resources Management*

- Fosters a positive organizational environment that encourages highly engaged staff.
- Supervises staff and contractors, providing ongoing feedback and reviews to ensure their growth and success.
- Participates in the selection and evaluation of staff based on the appropriate policies, procedures, and collective agreements.
- Administers the provisions of collective agreements, employment terms of conditions and the College policies, and advises staff as appropriate.

## QUALIFICATIONS & SKILLS

### Education and Experience

- Significant fundraising experience, ideally in a post-secondary or College setting, with a proven record of success in major gifts fundraising, or an equivalent combination of education, training, and experience.
- Experience in other advancement activities including campaign fundraising, annual giving, leadership giving, planned giving, sponsorship, and/or alumni relations required.
- A Bachelor's Degree from a recognized educational institution, or equivalent courses and experience.
- A Certified Fundraising Executive (CFRE) designation would be ideal, or working towards it.

### Skills and Abilities

- Excellent interpersonal skills and ability to maintain relationships with diverse group of people, partners, and community groups.
- Ability to plan and think strategically at a senior level.
- Demonstrated project and event management skills and ability to achieve targets on time and within budget.
- A record of outstanding leadership, management, and supervisory skills.
- Experience working with a prospect management system (e.g., Raiser's Edge) or similar CRM.
- Strong budget planning, financial analysis, and administrative skills.
- Excellent oral, written, and presentation communication skills.
- Strong entrepreneurial and business development skills and a commitment to innovation.
- Ability to communicate sensitive and complex information to a wide variety of audiences.
- Strong dispute and conflict resolution skills.

## CANDIDATE PROFILE

The ideal Associate Director will be:

- A self-starter and motivated to achieve with an ambitious nature.
- Highly relational and able to create strong personal connections with others.
- Strategic and thoughtful; able to see and make the connections between opportunity and how to realize it.

- Flexible in thinking and thrives in ambiguity; persistent and perseverant.
- A caring team player with honesty, integrity, and an aptitude for working in a collaborative environment.
- Curious and interested in others, in the College, and committed to professional development and life-long learning.
- Has a keen sense of humour and enjoys having fun.

## Foundation Leadership

### Dr. Jane Shin, Vice President, Students and Community Development

Jane immigrated to British Columbia from South Korea as a child and has always attributed her family's well-being to the social values of Canadians. After studying Cell Biology and Genetics at UBC, she went on to earn her medical doctorate at Spartan Health Sciences University in St. Lucia, and completed clinical rotations at various teaching hospitals in the United Kingdom, Chicago, and Halifax.

Jane joined VCC in May 2010 as a Biology and Anatomy & Physiology instructor in the Science department. In 2013, she ran successfully to represent Burnaby-Lougheed in B.C.'s Legislative Assembly for the 40th Parliament, becoming the first Canadian of Korean descent to be elected as an MLA in Canada.



In addition to her medical training and political experience, Jane has an executive certificate in Women in Leadership from Cornell University, a Provincial Instructor's Diploma from VCC, and a Master of Education in Educational Technology and Learning Design from Simon Fraser University. She is currently pursuing her PhD in Leadership, Higher and Adult Education at University of Toronto with a research interest in Universal Design. Throughout her career, Jane has continued to advocate for representation, equity, and social justice in both public and non-profit areas. She currently serves on the board of DIVERSEcity and supports BC Children's Hospital as the ambassador of its Legacy program.

Jane entered the role of Dean, Student Development at VCC in April 2017 and Associate Vice President, Student Success in March 2019 before beginning her interim role of VP in August 2020. In her now permanent position, Jane provides strategic leadership in the areas of Student Success, Indigenous Education and Community Engagement, Marketing and Communications, VCC Foundation and Alumni Relations, Partnership Development Office, and student arbitration.



## **Moira Gookstetter, MA, CFRE, Executive Director, VCC Foundation**



Moira is an accomplished relationship manager, change agent and facilitator, with over 20 years of leading, supporting and serving the not for profit and public sectors in BC. Moira recently joined Vancouver Community College as their Executive Director of their Foundation and Director of College Advancement (June 2022).

Professionally, Moira has worked as a fundraising and organizational leader, holding positions such as the Executive Director of the Langara College Foundation and Director of College Advancement, Vice President of ViaSport British Columbia, and CEO of Gymnastics BC, and as the Sport BC's first Director, Development to promote sport as a philanthropic cause.

As a consultant, Moira has also worked with several organizations, to increase their organizational capacity and reach their fundraising goals on specific projects, including: ISPARC (Indigenous Sport, Physical Activity Recreation Council), The BC Professional Firefighters Burn Fund, Phoenix Gymnastics Club, and Recycling Council of BC. She is also an active instructor at BCIT, teaching in the Fundraising Certificate Program; imparting her lived experience in grant and proposal writing.

Moira has also always been an active volunteer giving back to her community; currently serving as the Chair of BC College's Advancement Leads and recently completed a three year term with the Canadian Association of Gift Planners Vancouver Chapter. She has also served as a Board of Governor for Southpointe Academy and as a CABRO appointment to the BC Games Society.

Moira holds a Masters of Leadership from Royal Roads University and the designation as a Certified Fundraising Executive (CFRE).

Moira is a retired national team track and field athlete. She was a nominee for the 2010 YWCA Women of Distinction Awards for her philanthropic work with sport organizations.