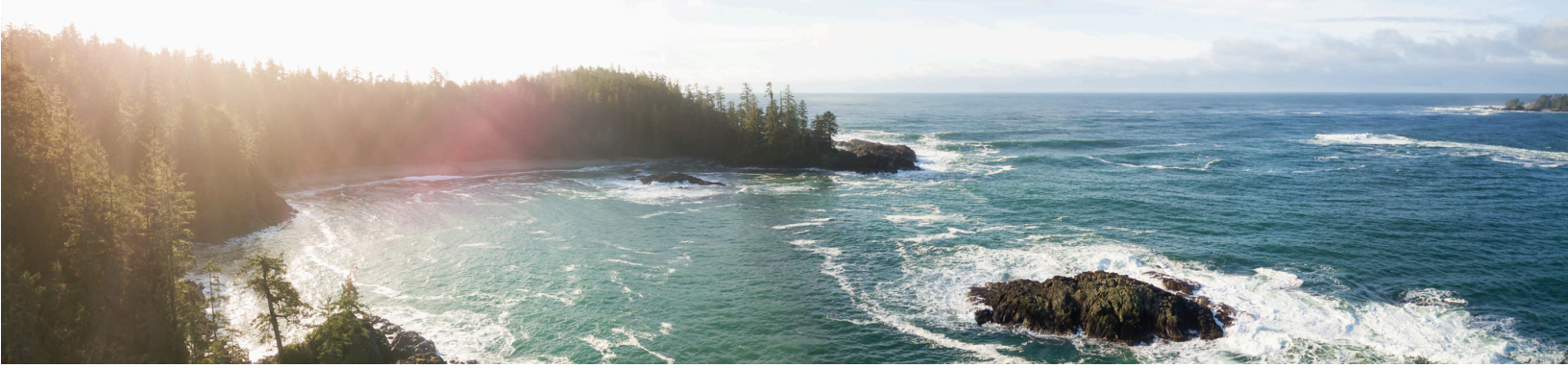




Director of Advancement & External Relations

Executive Profile Presented By



Pearson College UWC stands as a beacon of hope and education.

Founded in 1974 with a vision to make education a force that unites people, nations, and cultures for peace and a sustainable future, the College's mission is deeply rooted in this vision, striving to empower students from diverse backgrounds to actively engage in creating a better world.

Located along the forested shores of the Pacific Ocean at sheltered Pedder Bay, on the southernmost tip of Vancouver Island, Pearson College is a two-year, residential pre-university school for 200 exceptional students aged 16 to 19 who represent over 85 countries and every Canadian province and territory.

At Pearson, we are more than just an educational institution: we are a vibrant community of passionate individuals committed to fostering global understanding and positive change. As one of 18 United World Colleges around the world, our students undergo a rigorous selection process involving over 150 National Committees worldwide. They are chosen not only for their academic potential but also for their demonstrated dedication to making a meaningful impact on the world. Moreover, the majority of our students receive substantial financial aid, ensuring that opportunities for transformative education are accessible to all.

As a non-profit educational institution, the College relies upon the generosity of supportive individuals, alumni, corporations, foundations - together with select governments and supporters of the UWC movement - to help make its extraordinary education available.

The College now seeks a Director of Advancement & External Relations to help fulfill this remarkable vision and build towards an exciting future. Having just celebrated its 50th anniversary, and a landmark \$40M+ Renew and Re-found Campaign, the foundation is in place for successful fundraising, alumni relations, and external relations.

Reporting directly to the Head and a member of the College's Leadership Team, this is a compelling and unique opportunity for an experienced advancement professional to:

- Build on the College's recent accomplishments and momentum;
- Establish a long-term fundraising campaign plan, and interim measures to help get there;
- Work with an exceptionally passionate, engaged, and diverse student, faculty, and staff group;
- Be a part of an incredible global movement educating the next generation of leaders and change-makers.

Information for Candidates

This search is being led by Pearson College UWC's search partner, Christoph Clodius at The Discovery Group.

If you or someone you know is interested or curious, please be in touch. We welcome questions and enquiries to christoph@thediscoverygroup.ca.

Application Timing and Selection Process:

All submissions should be received by January 31, 2025. Please apply to Christoph with a cover letter/expression of interest and resume/CV, together in a single document.

As an international school, Pearson encourages candidates from around the world; however, only candidates legally entitled to work in Canada at the time of application can be considered.

Compensation & Benefits:

The Director's salary range is \$120,000 to \$140,000, with a mid-point hiring target. A comprehensive benefits package includes extended health & dental coverage, matching RRSP program, Employee Assistance Program, Professional Development support, and on-site gym and meal program.

Time off includes five weeks of vacation with additional paid time off during winter break.

Location:

This is a full-time permanent role based at the extraordinary Pearson College campus in Metchosin, southwest of downtown Victoria, BC, with partial hybrid work as a possibility. Depending on circumstances, short or long-term on-campus housing may be possible.

Diversity, Equity & Inclusion:

As an inherent part of our United World College values, Pearson College UWC is actively committed to Diversity, Equity and Inclusion in our living, learning and work environments. In pursuit of our values, we seek individuals who will work respectfully and constructively with differences and across levels of privilege and power. We aim to hire the best candidate for the position based on their qualifications and merit in terms of knowledge, skills, and experience.

Studies have shown that women and people of colour are less likely to apply to jobs unless they meet every single qualification, so if potential candidates are excited about this role but experience or competencies don't align perfectly with every desired trait listed, we encourage you to reach out anyways.

You may in fact be just the right candidate for this or other roles.

About Pearson College UWC

Our Mission:

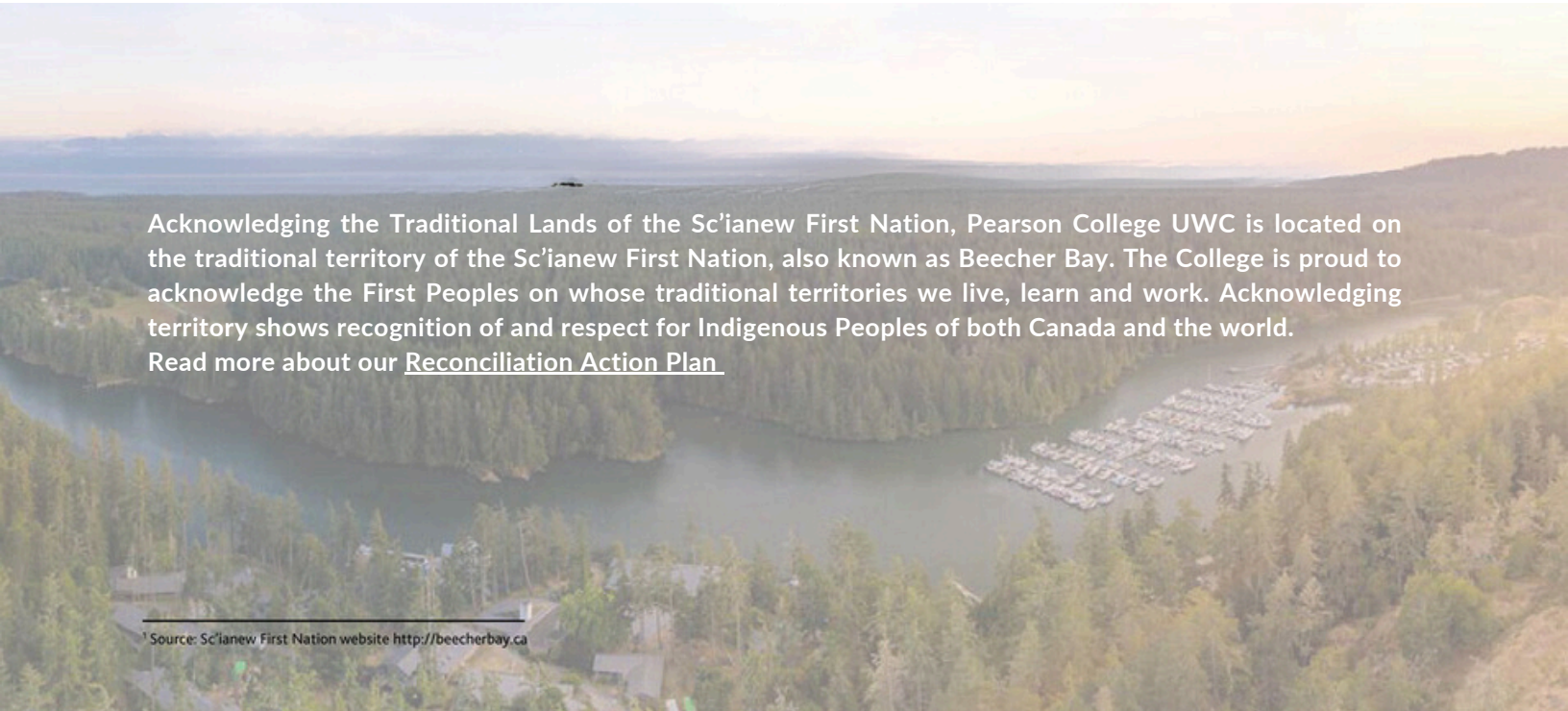
As one of 18 United World Colleges, Pearson's 4,800 alumni, dedicated faculty, and committed staff personify the UWC movement and mission: to make education a force to unite people, nations, and cultures for peace and a sustainable future.

Our Values:

- International and intercultural understanding
- Celebration of difference
- Personal responsibility and integrity
- Mutual responsibility and respect
- Compassion and service
- Respect for the environment
- A sense of idealism
- Personal challenge
- Action and personal example

Pearson College empowers students through education, and a commitment to fostering cultural understanding, personal responsibility, and environmental sustainability.

Over their two years at Pearson College, students live, study and learn together as they pursue the International Baccalaureate and an outdoor-oriented experiential education.



Acknowledging the Traditional Lands of the Sc'ianew First Nation, Pearson College UWC is located on the traditional territory of the Sc'ianew First Nation, also known as Beecher Bay. The College is proud to acknowledge the First Peoples on whose traditional territories we live, learn and work. Acknowledging territory shows recognition of and respect for Indigenous Peoples of both Canada and the world. Read more about our [Reconciliation Action Plan](#)

¹ Source: Sc'ianew First Nation website <http://beecherbay.ca>

History of Pearson College UWC

Pearson College UWC was founded as Lester B. Pearson United World College of the Pacific (Canada) in 1974. UWC is a global movement that makes education a force to unite people, nations and cultures for peace and a sustainable future.

Lester B. Pearson, former Prime Minister of Canada and Nobel Peace Laureate, was the driving force behind the founding of Pearson College UWC with a vision 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.”

The College celebrated its 50-year anniversary in 2024, and celebrations allowed the College to reflect on its history, and the 4,800+ alumni who have called Pearson College home. Highlights of these celebrations included the unveiling of a new anniversary logo and webpage, Keynote Speech by Ambassador Bob Rae, Representative of Canada to the UN, a conversation with Michael Pearson, Former International Affairs Manager Author, and Grandson of Founder, Lester B. Pearson, 'UWC Day 2024', 10-year and 40-year Alumni Reunions,

Learn more: [50th Anniversary Celebrations](#)

Campus

Pearson College UWC is located along the forested shores of the Pacific Ocean at sheltered Pedder Bay, on the southernmost tip of Vancouver Island, 29 km southwest of Victoria.

Students' commitment to their co-curricular program, including outdoor education, is central to both the completion of the program and their contribution to the UWC movement. At Pearson College UWC, we prioritize experiential learning, including outdoor education, alongside academic pursuits. Pearson students develop organizational and leadership skills, meet a variety of challenges, appreciate the beauty of our local environment, practice teamwork and cooperation, and form an enduring commitment to humanitarian service – all the while having fun along the way!

Learn more about the campus: [Where we are located](#)



Strategic Plan Making the Global Local 2022 - 2027

Pearson College's strategic plan positions the College as a global leader in climate action built upon cutting-edge educational innovation utilizing local university and Indigenous expertise.

Strategic Drivers:

Three Strategic Drivers represent guiding statements for our Plan and inform our commitments in each of our three main operational areas:

1. Place-based Education, Sustainability and Climate Action
2. Reconciliation, Diversity, Equity and Inclusion (DEI)
3. Community Wellbeing and Distributed Decision-making

These drivers emphasize Pearson's strengths in place-based education and harness our unique position in driving an educational moral imperative. This also broadens and deepens every student's social and educational outcome by elevating agency, leadership skills and creative problem-solving competencies.

Strategic Driver 1: Place-based Education, Sustainability and Climate Action

- Place as land, sea, sky, people, aesthetics and ontology
- Distinguishing Pearson's characteristics amongst the UWC network
- Maximizing our location, resources, partnerships and expertise
- Sustainability in all things, including infrastructure, travel, energy, food, philanthropy, finance, and operations and a commitment towards net-zero operations

Strategic Driver 2: Reconciliation, Diversity, Equity and Inclusion (DEI)

- Place and sustainability through the lens of Indigenous wisdom, practices and involvement
- Prioritizing Indigenous Reconciliation Action Plan Working Group actions as a core component of our wider Diversity, Equity and Inclusion (DEI) commitments
- DEI working group to involve all stakeholders
- DEI is the main driver for our five-year human resources strategy
- Climate Action, Reconciliation and DEI will be explicitly interlinked

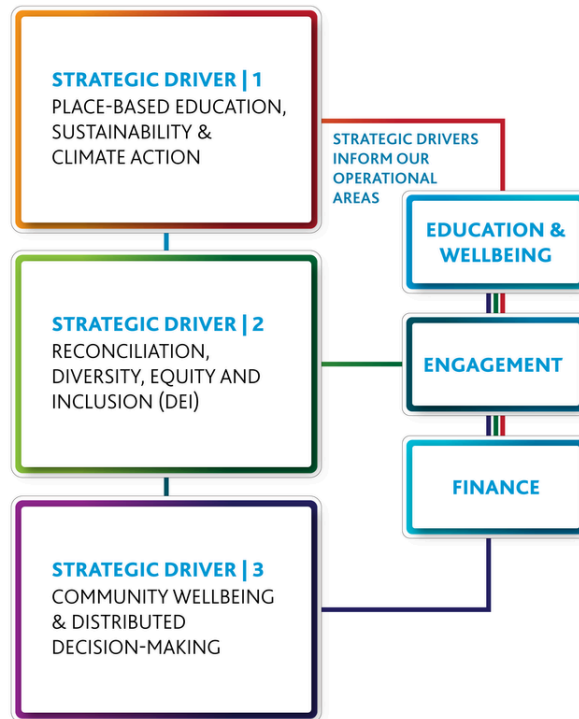
Strategic Driver 3: Community Wellbeing and Distributed Decision-making

- Increasing social emotional literacy, mental health and wellbeing, self-regulation, and autonomy
- Further develop means to enhance transparency and collective problem solving
- College commitment to widening responsibility, distributing leadership and creating a cohesive culture of trust and support for decision-making
- College Assembly (CA) model of authentic student and adult decision-making
- Program focus on developing advanced competencies, skills and literacies for both students and adults

Operationalizing the Plan:

These drivers represent guiding statements for our 2022-2027 Strategic Plan and inform our commitments in each of our three main operational areas:

- Educational Programming and Community Wellbeing
- Engagement, Outreach and Philanthropy
- Financial Stewardship and Initiatives



Of relevance for the Director are our ambitions related to Engagement, Communications, Philanthropy:

Engagement:

Develop a continuum of engagement for students and alumni to find diverse and meaningful ways to connect with each other and with the College, in various stages of their lives, so that the UWC mission can have ongoing, living impact through lives and work of all alumni.

Communications:

College communications strategy amplifies strategic priorities including Indigenous reconciliation and education plus our commitment to climate education within a reconciliation context. Content is tailored on a variety of platforms to most effectively reach identified target audiences and to support ongoing awareness and advancement priorities.

Philanthropy:

Successful completion of \$40 million Renew and Re-found Campaign, enabling the innovation, campus renewal and scholarships that will lead the College into its next generation of education and impact.



Selected Methods and Priorities

Within the above three areas are contained key operational areas that include:

Engagement

- Strengthen our social media and PR outreach to increase engagement with a variety of existing community members and possible collaborators
- Strengthen our peer-to-peer network of Alumni (Class Connectors).
- Develop a sustainable plan for on and off-campus decade anniversary reunions.
- Host virtual and hybrid engagement opportunities with broader Pearson community.
- Leverage our 50th anniversary to increase broader community engagement and identify new groups of supporters beyond alumni, through various channels.

Communications

- Identify and leverage high profile storytellers from among our staff, alumni/PC network and/or Campaign Cabinet, including the Head of College.
- Deliver compelling stories in multiple formats representing diverse voices to support key organizational strategic priorities, across various streams.
- Develop and/or refresh marketing plans to support enhanced revenues from facility rentals, summer programs and other sources.

Philanthropy

- Secure philanthropic support following the Renew and Re-found Campaign.
- Continue the growth of Class Year Scholarship (CYS) Program.
- Launch a feasibility study for next major campaign.
- Prioritize annual growth of the endowment fund through new philanthropic commitments.
- Retention and succession planning of Advancement team to preserve and enhance the team's capability and efficiency.

Learn more about Pearson College UWC's [Strategic Plan](#)

Pearson Alumni

Pearson College UWC is proud to have an alumni network of over 4,800 changemakers all around the globe, each of whom are bettering the communities around them every day. Some of these remarkable people include:

- **Marianne Alto** (Year 2/1977), Mayor of Victoria; Principal of Azimuth Research and Consulting
- **Dr. Evan Adams** (Year 9/1984), Canadian actor and Deputy Provincial Health Officer for British Columbia
- **Christina Foerch** (Year 14/1989), Founder of Fighters for Peace
- **Latif Nasser** (Year 29/2004), Director of Research/Co-host at Radiolab
- **Mira Murati** (Year 32/2007), Engineer, researcher, and tech executive, former CTO of Open AI
- **Robin Wettlaufer** (Year 19/1994), Canada's special envoy to Syria
- **Yuen Pau Woo** (Year 6/1981), Canadian Senator
- **Meera Gandhi** (Year 7/1982), Founder and CEO of The Giving Back Foundation
- **Abiodun Williams** (Year 4/1979), Former President of The Hague Institute for Global Justice in The Hague, Netherlands
- **Peter Sands** (Year 5/1980), Executive Director at Global Fund to fight AIDS, Tuberculosis and Malaria & former CEO of Standard Charter Bank
- **Anne Enright** (Year 6/1981), 2007 Man Booker Prize-winning novelist

Pearson students form lifelong relationships with each other and the College. To help facilitate these engagements the College alumni program includes reunions, a YouTube channel, the UWC Hub, networking opportunities, and many others.

To learn more and to discover the remarkable achievements accomplished by this [network](#).



Fundraising at Pearson College

Pearson College celebrated the successful completion of the multi-year [Renew and Re-found Campaign](#) which raised \$41 million, achieving its \$40 million goal. This campaign enabled innovation, campus renewal, and scholarships that will lead the College into its next generation of education and impact.

The campaign was structured as a comprehensive fundraising initiative, counting all gifts received between July 2016 and December 2023, from a remarkable 3,115 donors.

Prior to the campaign, the Advancement program was raising \$4.1 million annually, and over the course of the campaign the results peaked at \$6.1 million in a year, a 50% increase. Pearson's main donors are individuals with connections to the College, alumni, or people who have been involved for decades.

It is worth noting that Pearson's annual fundraising results exceed that of many of the most well-known independent schools in British Columbia. Despite a smaller Advancement team and budget, the absence of a concentration of high-net-worth families, a maximum two-year program, and a far smaller community of alumni who are distributed around the world – the majority of whom came to the College with financial need – the Advancement program exceeds all expectations.

Looking ahead, the College is assessing and prioritizing capital and other fundraising needs, and the Director will help shape the next campaign. In the interim we seek to prioritize some of our novel and cutting-edge programs for funding, such as the Climate Action Leadership Diploma Program (CALD), Social Innovation Lab, Ripple civil dialogue program, and smaller campus renewal initiatives.

Scholarship Funding:

Donors often start their philanthropic journey with Pearson through scholarship support. The College is different, and their Scholarship Program continues to be the most generous in Canada. Through this program, the College honours a foundational commitment to make education accessible. Scholarships enable the inclusivity that distinguishes the Pearson educational experience to curate a truly global village on our campus.

The United World College movement remains one of the only avenues for young refugees of promise and potential to receive an international education and Pearson continues to offer full scholarships to refugees or students displaced due to conflict, poverty or discrimination. More than 74% of Pearson students receive financial assistance to attend the College, with 50% receiving full financial support.

Director Role: Position Summary

The Director of Advancement and External Relations (AER) plays a pivotal role in shaping Pearson College's philanthropic vision and strategic advancement objectives, especially during this critical period between campaigns.

Reporting to the Head of College, this position leads the development and implementation of a comprehensive advancement strategy aimed at achieving ambitious annual fundraising targets—more than \$4M annually – while building and nurturing long-term donor, alumni, and community relationships.

This role requires a forward-thinking leader who will oversee all aspects of Advancement and External Relations, from operational management and alumni engagement to marketing and public relations. The Director will develop and manage key strategies and programs that will strengthen the College's reputation and reach, engaging major donors, enhancing alumni relations, and supporting relationships with governmental and diplomatic communities. As a member of the College's Leadership Team, the Director will collaborate closely with other senior leaders to support Pearson College's strategic plan and ensure that AER initiatives align with the College's mission and growth objectives.

Key Responsibilities & Accountabilities:

- Co-create and lead the implementation of the strategic advancement and external relations plan that drives our philanthropic ambitions in support of the larger Pearson College strategic plan.
- Based on overall strategies and program goals, and in collaboration with the AER staff, develop annual operation plans for each of these areas, with clear targets and accountabilities, ensuring that best-practice activities are in place to support advancement goals.
- Responsibility and accountable for day-to-day AER operations, including line management and budgets.
- Provide appropriate oversight and guidance, including the development of policies, procedures, and reports related to best practices in information management and tracking, ensuring that the Advancement database is maintained in a manner that allows it to be used to its full potential.
- Contribute to the overall direction and management of the College by serving as a member of the College's Leadership Team.
- Serve as an ambassador and representative of the College, establishing and maintaining effective relationships with alumni, volunteers, donors, funders, partners, friends and the wider community.

Specific responsibilities and accountabilities of this position include but are not limited to:

Advancement:

- Establish the overall fundraising strategy, goals, and metrics, in close collaboration with the Head of College and Senior Manager of Donor Engagement and Gift Planning.
- Support the Advancement team to execute the plan that will result in the successful attainment of annual fundraising goals for operational, capital and endowment giving.
- Oversee the major donor prospect pipeline through ongoing prospect identification, research and evaluation.

- Initiate and sustain strong relationships with a portfolio of major donors, personally securing 5-7 figure donations, as well as supporting the Head of College and Board Directors as appropriate.
- Alongside the Senior Manager of Donor Engagement and Gift Planning, continue growing the Lester B. Pearson Legacy Society planned/legacy giving program to inspire long term support of the College.
- Forge and strengthen ties with new and existing donors, partners, and stakeholders to deepen engagement and to attract new and increased investment in Pearson College.
- When ready to launch the next campaign, collaborate closely with Head of College and other roles which may include a Campaign Director and/or Campaign Cabinet to initiate and support a professional, 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.

Alumni Engagement:

- In close collaboration with the Manager of Alumni Engagement, develop a vision and strategic plan for Alumni Relations that will inspire and engage alumni, volunteers, employees, and students, with the goal of enhancing friend-raising and fundraising for the College.
- Build upon existing Alumni Relations programs and activities, and develop new and innovative activities that align with and support the overall Advancement strategy and goals.
- Oversee the building and cultivation of lifelong relationships with our 4,800+ alumni.
- Review mass communications between Pearson College and its alumni, ensuring that information about both the College's goals and accomplishments is effectively communicated, and that appropriate opportunities are provided for alumni to engage in dialogue with the College, students, and other alumni.
- Encourage the Head of College, Advancement staff, and College employees in the support of and participation in the alumni activities of the College.
- Collaborate with Senior Leaders, faculty and staff to develop strategies that align alumni activities with the goals of the College.

Leadership & Management:

- Embraces the mission and daily experience of Pearson, becoming familiar with the College's history, and living its vision and values.
- Advocate for and champion the College's values, and principles of diversity, equity, and inclusion.
- Foster an empowered team environment for AER staff by guiding, mentoring, supervising, and supporting staff to reach their full potential and achieve, or exceed, their goals.
- Support, guide, and enable the Engagement Committee of the Board.
- Establish clear performance goals, expectations and benchmarks, and implement processes to manage and evaluate individual and team success.
- Motivate volunteers to be effectively and strategically involved in appropriate ways in our advancement activities.
- Provide encouragement, and support to ensure effective involvement of senior. organizational leaders and senior volunteers in Pearson's advancement efforts.
- Represent the College on campus, in the community, and across the country and around the world to build a strong network of support; speak passionately about the mission, vision, and needs of the College in public appearances, speaking engagements, and digital formats.
- Model a high level of professionalism in all interactions, communications and activities.
- Support the migration of the database to the Raiser's Edge NXT in the next 6-12 months.

Communications & Marketing:

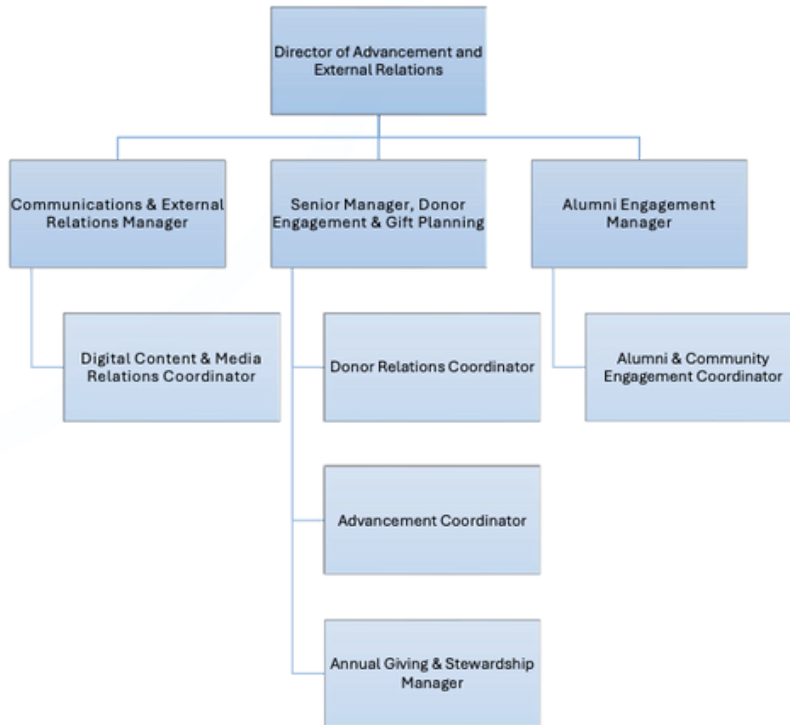
- In close collaboration with the Manager of Communications and External Relations, support the creation and implementation of an integrated marketing and branding program to raise both awareness and support for Pearson College.
- Oversee communications and marketing, and public relations initiatives designed to further enhance national and international awareness of Pearson College's strengths, successes and impact.
- As appropriate, support and coordinate activities related to maintaining and enhancing positive and proactive relations with various levels of government and with the diplomatic community in Canada and internationally.

Desired Experiences and Competencies

The College seeks an individual who ideally possesses the following:

- Significant social profit advancement or fundraising experience, ideally in a youth-serving or educational institution.
- Proven success in major gift fundraising and comprehensive fundraising campaigns.
- Demonstrated ability to establish, develop, and maintain meaningful and authentic relationships with prospects, donors, alumni, volunteers, and other constituents to strengthen ties and grow financial support.
- Strong leadership and team-building skills to work in collaboration with a wide range of colleagues and constituencies.
- Ability and interest in managing, developing, and mentoring staff.
- Understands, embraces, and supports the College's mission and values.
- An understanding of the value and role of all aspects of a robust advancement program, including but not limited to Alumni Relations, annual giving, and planned giving.
- Knowledge of how to effectively market and communicate the values and mission of the College, both internally and externally.
- Excellent writing, editing, and public speaking skills.
- Principles and techniques for communications and public relations related to fundraising campaigns.
- A high level of integrity, honesty, and a strong work ethic.
- Proven organizational skills, attention to detail, and respect for confidentiality.
- Proficiency with fundraising management software and administrative systems, ideally Raiser's Edge.
- University degree from a recognized post-secondary institution, or equivalent combination of experience and education.
- This is a full-time position requiring occasional local, national, and international travel and some work outside of normal business hours.
- While this may be a hybrid role, the Director will need to maintain a significant campus presence, particularly early in their tenure, with a preference for at least 4 days per week and potentially shifting over time.

Organizational Chart: Advancement & External Relations Team



Jason McBride Head of School

Jason McBride assumed his position as Head of School at Pearson College UWC on August 1, 2023.

McBride brings nearly 25 years of global educational leadership and intercultural understanding, including several years as Head of College at UWC Thailand, a sister school to Pearson. “The opportunity to lead international and independent schools around the world is a privilege.”

He added, “The opportunity for me, as a Canadian, to return to Canada and support Pearson’s momentum, particularly in climate action learning, sustainability and Indigenous reconciliation, has me incredibly excited.” McBride was born and raised in Toronto and received undergraduate degrees from McMaster University (B. Kin) and Queen’s University (B. Ed), before pursuing his master’s degree with Michigan State University and completing his Doctoral coursework at the University of Calgary.



Navigating complex challenges for social profits

The Discovery Group is an international consulting firm dedicated to the social profit sector. We believe that social profit organizations can change the world. Since 2017 it has been our mission to help social profits across the globe achieve their vision and elevate community impact. We work side-by-side with our clients to help them envision change, determine how to make it happen, and put the necessary tools and skills in place for success.

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