Announcements

Graduation. If you plan to graduate in August or December, please apply through MyCat. (http://mycat.wcu.edu - Personal Services – Student – Student Records – Online Application for Graduation)

Attention Alumni! Come join Chancellor David Belcher and other Greater Asheville/Hendersonville Area WCU alumni and friends for a reception on Tuesday, July 9, 2013 at the Highland Brewing Company in Asheville. Chancellor Belcher will be discussing exciting new developments at WCU, as well as future plans for the university. We look forward to seeing you on July 9! Event details are below:

**Location:** Highland Brewing Company. 12 Old Charlotte Highway. Asheville, NC 28803  
http://www.highlandbrewing.com/  
**Date:** Tuesday, July 9, 2013  
**Time:** 5:30-7:30pm  
**Cost:** Complimentary light hors d'oeuvres. Open Bar. Live Music by The Northside Gentlemen.  
**Sponsored by:** Tim ’86 and Betsy ’86 Gillespie

Please RSVP by Friday, June 28 to: Cindi Magill at 877-440-9990 or magill@email.wcu.edu

GBSA Activities

**Welcome to our new GBSA President, Nicole Miller!** If you’d like to get involved with planning GBSA for next academic year, contact Nicole at namiller4@catamount.wcu.edu or gbsa.wcu@gmail.com.

Calendar of Events

- Mon-Thurs, Aug 5-8 – Pre-MBA Evening Boot Camp, Week 1.
- Thurs, Aug 15 – New Student Orientation, Biltmore Park.
- Sat, Aug 23-24 – College of Business Annual Reception (Friday) and Golf Classic (Saturday).

Opportunities

**JOB! Development Coordinator, Council on Aging of Buncombe County.** The Development Coordinator is responsible for coordinating fundraising efforts for the Council on Aging of Buncombe County, Inc., including coordinating and implementing fundraising plans, donor cultivation, development of community relationships, planning fundraising events, and working with fundraising consultants. The Development Coordinator will report to the Executive Director.

**Duties and Responsibilities:** Implements fundraising plans; Manages donor giving and recognition to sustain community support for COA; Organizes and directs all aspects of annual support campaigns and efforts in cooperation with the Executive Director, staff and Board. This work will include organizing direct mail campaigns and writing appeal materials; Coordinates fundraising events in association with staff and volunteers; Coordinate executive director’s fundraising efforts; Make direct appeals; Updates and maintains development records; Assembles donor kits for events and meetings; Recruits and trains fundraising volunteers for campaigns as appropriate; Attends all appropriate staff and committee meetings, including Development & Community Awareness Committee meetings; Represents COA on appropriate committees, task forces, and coalitions; Submits periodic written reports to the Executive Director and Development & Community Awareness Committee detailing activities, strategies and goals, revenues and pledges received; Conduct preliminary research on individual donors;
Participates in activities to promote community awareness as part of development; Performs other duties as assigned by The Executive Director.

**Minimum Qualifications:** Two-year degree and/or 2 years or more related experience; Documented experience in fund-raising and campaign management in the non-profit arena; Excellent communication skills, including public speaking, interpersonal, written, and working as a team member; Strong computer and social media skills; Appreciation for the particular needs and characteristics of seniors and those who care for them.

This is an exempt salaried position. Salary commensurate with experience and other qualifications

Please send cover letter, resume, salary requirements, and references to: Zoe Trout, Council on Aging of Buncombe County, Inc., zoet@coabc.org. NO TELEPHONE CALLS, PLEASE

**JOB! Director of Grants & Communications, OnTrack Financial Education and Counseling.** The Director of Grants & Communications (Director) is responsible for all grant development, management, and reporting activities; for agency-wide communication/marketing initiatives; for cultivating support from individual donors and sponsors; and for coordinating agency awareness/fundraising events.

The position’s primary area of focus is grants. To fulfill these roles, the Director must work collaboratively with other agency leaders; have good management, interpersonal and leadership skills; be able to coordinate multiple projects and tasks; be an effective problem solver and time manager; and be able to convey suggestions/ideas in a constructive, nonjudgmental manner.

**Requirements.** At least three years of relevant experience which includes a record of increasing responsibility and work in a nonprofit organization; A Bachelor’s Degree in an associated field; Exceptional writing skills; Demonstrable creativity (quality) and productivity (quantity) in written, digital, and visual communications.

Effective use of technology for grants, communications, marketing and fundraising including Microsoft Office applications, online grant applications, donor management software. Exemplary written and verbal communication skills, including the ability to speak and write in a clear, concise, and convincing manner for the intended audience.

**Essential Functions.** The ability to lead initiatives in the areas of grants, communications, marketing and fundraising by: Developing a holistic understanding of agency vision, priorities, and opportunities; Managing work in a collaborative, inclusive manner; Taking ownership of areas of responsibility; Using critical thinking to solve problems and make decisions; Embracing high standard of excellence. The ability to lead oneself, by:

- Demonstrating ethics and integrity; Displaying self-initiative; Exhibiting professionalism in conduct and appearance; Positively influencing others throughout the agency; Being receptive to feedback; Demonstrating self-awareness and the ongoing pursuit of self-development;
- Adapting to changing circumstances. The ability to work collaboratively with others, by: Communicating effectively across differences; Valuing diversity; Building and maintaining positive work relationships; Fostering a culture of continuous improvement, teamwork, and accountability.

**Essential Qualities.** The ability to lead initiatives in the areas of grants, communications, marketing and fundraising by:

- Developing a holistic understanding of agency vision, priorities, and opportunities; Managing work in a collaborative, inclusive manner; Taking ownership of areas of responsibility; Using critical thinking to solve problems and make decisions; Embracing high standard of excellence. The ability to lead oneself, by:
- Demonstrating ethics and integrity; Displaying self-initiative; Exhibiting professionalism in conduct and appearance; Positively influencing others throughout the agency; Being receptive to feedback; Demonstrating self-awareness and the ongoing pursuit of self-development; Adapting to changing circumstances.
- The ability to work collaboratively with others, by: Communicating effectively across differences; Valuing diversity; Building and maintaining positive work relationships; Fostering a culture of continuous improvement, teamwork, and accountability.

**Essential Functions. Grant Development, Management and Reporting:** Is responsible for effective and efficient grant research, development, writing, management, and reporting. Researches, identifies and pursues new grant opportunities which best support the agency’s mission and direction. Maintains the grant database. Ensures that complete, accurate, and effective grant applications and reports are submitted on-time. Establishes clear protocols and procedures for the writing, submission, tracking, and reporting of grant proposals to ensure compliance with all grant related requirements. Well in advance of application and reporting deadlines, works collaboratively with:

- Department Directors to determine appropriate program/outcomes, data collection and outcomes reporting;
- Director of Finance/Operations to secure needed financial/budget information; Serves as the primary contact person with grant funding organizations.

**Communications and Marketing:** Serves as lead writer for communications and marketing content. Effectively coordinates all communications, marketing, and fund development activities to raise awareness of the agency’s mission and to increase the sources and level of funding. Establishes and implements an annual communications/marketing plan with defined goals, activities, strategies, and evaluation mechanisms. Is responsible for web-based and social media communications/marketing strategies and initiatives, including ongoing enhancement of the agency’s website and email newsletter. Serves as the “marketing hub” for the agency and ensures that program/service-specific materials and messages are consistent with the agency’s brand and approach. Develops communications/marketing materials and strategies which promote specific programs and services and which increase client participation. Works collaboratively with agency designer and creative team to develop creative and effective print and electronic marketing/public awareness materials that utilize personalized stories/testimonials, program outcomes and engaging images. Serves as the primary contact person for local media outlets to ensure appropriate and timely placement of communications/marketing information. Develops plans for a successful annual Financial Literacy Luncheon and Donor Appreciation event. Manages all logistics for these
Manages the marketing/development budget to ensure the effective use of agency resources. Tracks and reports board participation for board “Credit Card.”

**Fundraising - Donors and Sponsors:** Develops a systematic approach to communicating with prospects, donors, sponsors, and fundraising event participants. Leads and manages the Annual Appeal. Promotes the agency’s Endowment Fund and solicits gifts to it which are separate and distinct from general donation solicitation. Manages existing sponsorship relationships, reporting program results and successes realized as a result of the funding. Expands sponsorship opportunities and creates marketing materials to effectively communicate them to potential sponsors. Coordinates opportunities for Executive Director and management team to meet with sponsors and donors. Works with Board members to use their spheres of influence to increase the number of, and revenue generated from, individual donors and sponsorships. Manages the donor files/database (GiFT) and ensures that all information is updated as additions/changes occur. Utilizes reports to evaluate success/progress and adjusts activities as needed to improve results. Maintains agency’s charitable solicitation license and ensures agency’s compliance with IRS and state regulations concerning charitable solicitation and related disclosures.

**How to apply:** Cover letter and Resume: Cover letter must accompany the resume including experience most relevant to this Position. Submission: No phone or drop-in inquiries please. Email submission is preferred: Celeste Collins, Executive Director, celesteC@ontrackwnc.org. Subject line: “Director of Grants & Communication”

**Deadline:** Applications will be accepted until the position is filled. Interviews will begin the week of June 24, 2013.

**Connect Online!**

**Facebook:** Western Carolina University MBA Program [https://www.facebook.com/wcu.mba](https://www.facebook.com/wcu.mba)

**Twitter:** @wcuMBA [http://twitter.com/#!/wcuMBA](http://twitter.com/#!/wcuMBA)

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