



Be The Difference.

CAMPAIGN DIRECTOR, UNIVERSITY ADVANCEMENT POSITION GUIDE

Marquette University aspires to be, and to be recognized, among the most innovative and accomplished Catholic and Jesuit universities in the world, promoting the greater glory of God and the well-being of humankind.

MARQUETTE UNIVERSITY, www.marquette.edu

Marquette University is a Catholic and Jesuit university located near the heart of downtown Milwaukee, Wisconsin, that offers a comprehensive range of majors in 11 nationally and internationally recognized colleges and schools. As of fall 2015, Marquette enrolled 11,491 undergraduate and graduate students hailing from all U.S. states and 70 countries. A Marquette education offers students a virtually unlimited number of paths and destinations and prepares them for the world by asking them to think critically about it. Along the way, Marquette asks one thing of every student: Be The Difference.

Marquette's stated mission is "the search for truth, the discovery and sharing of knowledge, the fostering of personal and professional excellence, the promotion of a life of faith, and the development of leadership expressed in service to others. All this we pursue for the greater glory of God and the common benefit of the human community." Learn more about [Marquette's mission and guiding values](#).

Marquette ranks 75th in the 2014 edition of America's Best Colleges, released by *U.S. News & World Report*. Marquette University's doctor of nursing practice program was ranked 38th nationally in *U.S. News & World Report's* Best Graduate Schools rankings for 2017. This is the first time *U.S. News* has ranked DNP programs in its annual report of top graduate programs. In the Law School, the dispute resolution program was ranked 7th and the legal writing program was ranked 11th — each moved up one spot this year. The executive MBA program in the Graduate School of Management was ranked 16th in the nation, and the school's specialty programs in supply chain management and finance were ranked 13th and 21st, respectively. The graduate program in biomedical engineering was ranked 63rd and the graduate program in mechanical engineering came in at 87. Other rankings of note include part-time MBA (102), education (115), law (123) and engineering (126).



In addition to its academics, Marquette is well-known for its commitment to the community — whether it's in Milwaukee or around the world. So much so the university was named to the 2013 President's Higher Education Community Service Honor Roll by the Corporation for National and Community Service. The designation recognizes higher education institutions that reflect the values of exemplary community service and achieve meaningful outcomes in their communities.

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Marquette University's NCAA Division I Golden Eagles compete in the Big East athletic conference and round out another aspect of student life on campus. Men's sports include Basketball, Cross Country, Golf, Lacrosse, Soccer, Tennis, and Track and Field. Women compete in Basketball, Cross Country, Golf, Lacrosse, Soccer, Tennis, Track and Field, and Volleyball.

In 2013, Marquette completed a strategic plan [Beyond Boundaries](#) which will serve the institution through 2020. Marquette is planning for its next comprehensive capital campaign with preliminary goals that would greatly exceed its successful \$357 million [Magis](#) campaign (1998-2005). In 2015, Marquette University Advancement raised \$68 million from individuals, foundations and corporations.



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Reporting to the Vice President for University Advancement, the Campaign Director, University Advancement is a senior member of the Advancement team and will be responsible for managing the processes, metrics and relationships that will lead to a successful comprehensive campaign. The Campaign Director will author a campaign operating plan that includes volunteer structures and recruitment, case statements, and cultivation and solicitation strategies to secure leadership and major gifts to the campaign. S/he draws upon a successful engagement initiative, "Imagine Marquette" and a campaign feasibility study begun in the fall of 2015 and that runs through the remainder of 2016. The "face" of Marquette University's campaign, this is an extraordinary opportunity that will require high level project management and collaboration across all levels of Marquette University and the constituents it serves. The University Advancement team consists of 124 full time employees in regional, principal gift and other fundraising areas (e.g., planned giving, college advancement, corporations and foundations), alumni and external engagement, and advancement services.

RESPONSIBILITIES

The Campaign Director has the following responsibilities:

- Work with the Vice President for University Advancement to plan and implement the University's comprehensive capital campaign. Manage campaign budgets, donor stewardship, communications, and events.
- Partner with deans, faculty and development directors to implement comprehensive campaign strategies, including identifying and recruiting volunteer leaders. Work with advancement services staff to oversee major and principal gift donor prospect pipeline and activity.
- Identify and implement key metrics to measure leadership-level gifts to the campaign.
- Serve as the university's liaison with the university's campaign counsel, Campbell & Company.
- Manage information sharing, transparency, coordination, and collaboration among colleagues in University Advancement and across campus.

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- Oversee university-wide policies and procedures regarding gifts, naming opportunities, and comprehensive campaign practices.
- Manage internal communications strategies to keep colleagues across campus informed of campaign progress and status and develop plans to engage and involve deans, faculty, and other university staff in the comprehensive campaign.
- Oversee communication pieces which describe the comprehensive campaign priorities and make the case for support.

QUALIFICATIONS

The successful Campaign Director, University Advancement will bring most, if not all, of the following personal and professional qualifications:

- A bachelor's degree is required;
- At least eight years of development experience in higher education or organizations with a national constituency;
- Successful experience in major gift fundraising; experience in capital campaigns is essential;
- Project management experience and demonstrated ability to lead and progress groups and projects toward stated goals;
- Inspirational and energetic leader with keen sense of internal and external relationship building;
- "Big picture" thinker that can build consensus, agreement, and collaboration both on campus and in the community;
- Excellent communication, interpersonal relations and strategic thinking skills; an ability to speak and write persuasively about higher education and Marquette University;
- Collaborative and transparent with ability to make independent decisions when appropriate;
- Creative, hardworking and committed to successful fundraising;
- Possesses a high degree of emotional intelligence, diplomacy, and self-awareness;
- Highly attentive to detail;
- Self-starter with discipline in establishing and meeting personal and team goals;
- Mission-driven and identifies with Jesuit Catholic principles and goals of Marquette University;
- Ability and willingness to travel five percent time and to represent the University at campaign events and select evening and weekend events, as required.



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APPLICATION

Inquiries, applications and nominations should be directed to:

Andrew Smerczak-Zorza
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(P) (312) 896-8892

Campbell & Company

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Marquette University does not discriminate in any manner contrary to law or justice on the basis of race, color, gender, age, sexual orientation, religion, disability, veteran's status or national origin in its educational programs or activities, including employment and admissions. At the same time, Marquette cherishes its right and duty to seek and retain personnel who will make a positive contribution to its religious character, goals and mission in order to enhance the Catholic, Jesuit tradition.