



A LEADING POLYTECHNIC
COMMITTED TO YOUR SUCCESS

OPPORTUNITY PROFILE

Vice-President

External Relations and Chief Development Officer



NORTHERN ALBERTA INSTITUTE OF TECHNOLOGY

Location: Edmonton, AB

Organizational Profile

NAIT is a leading polytechnic serving more than 34,800 students and has been a major contributor to industry and the economy within Alberta for the past 60 years.

It is all about impact.

- At NAIT, we are leaders in experiential learning with an unmatched connection to industry. We develop student competencies by applying knowledge to practice in real-world challenges.
- We have a technology focus in teaching and business. Our staff are industry experts with a passion for their chosen fields.
- Our proudly polytechnic approach to higher education ignites the passions that lead to meaningful careers for our learners and fuels the economic engine of our province.
- We are intensely focused on creating a prosperous Alberta and thriving Albertans.



The NAIT Effect

Meaningful Careers. Vibrant communities.

Globally competitive industries. Transformative polytechnic education.

Promises

NAIT is committed to the success of learners, industry partners, staff, and communities. We express this core purpose through our four promises.

- **Promise to Learners**

NAIT provides a positive, inclusive campus and online experience that is professional, flexible, and engaging. We prepare learners to find meaningful employment in their chosen fields and support all those seeking life-long learning throughout their careers. We assess and enhance the essential skills and technical competencies they need to succeed.

- **Promise to Industry**

NAIT delivers the exceptional talent and critical innovation that industry needs to grow and compete. Our credit programs, reskilling and upskilling initiatives, and applied research are industry driven and developed in partnership with industry leaders.

- **Promise to Staff**

NAIT's dynamic employee culture is an essential component of ensuring the success of our learners and industry partners. We collectively create a place to work that fuels passion, values inclusivity, ignites creativity, develops careers, and supports wellbeing.

- **Promise to Alberta and Beyond**

NAIT meets the current and emerging needs for polytechnic education and applied research that drive a prosperous Alberta and thriving Albertans. We are relevant and responsive to the needs of our province, as well as recognized as a vital source of talent and innovation far beyond our borders.

Core Values

NAIT's core values are a central component of their culture. They are a guiding light for both staff and students, defining how NAIT interacts with and what they expect of each other. The core values act as both a lens for decision making and as a proclamation of what the NAIT community needs to achieve its shared vision.

NAIT's core values are built on the foundation of:

- Respect
- Accountability
- Collaboration
- Celebration
- Creativity

THE OPPORTUNITY

Reporting to the President & CEO, the Vice-President, External Relations and Chief Development Officer (the Vice-President, or VP) is responsible for leading and overseeing NAIT's fundraising and development efforts, as well as alumni engagement, marketing, and communications.

Planning for NAIT's Advanced Skills Centre (ASC) is underway thanks to an investment of \$43 million from the Government of Alberta. This state-of-the-art Centre on NAIT's Main Campus will provide the diverse and workforce-ready graduates Alberta and industry require for the future. The Centre will expand NAIT's capacity to deliver trades and technology programming in alignment with the future needs of Alberta's economy. Our vision is for the ASC is to deliver the most comprehensive, leading-edge apprenticeship, and technology-based education. A primary focus of this role is assisting NAIT in its fundraising and development activities related to this impactful initiative.

KEY RESPONSIBILITIES

1. **Strategic Planning:** The VP develops and implements strategic plans aligned with the organization's goals and objectives. They identify priorities, set targets, and establish strategies to achieve goals effectively. They develop marketing and communications strategies to continue to grow domestic and international enrolment.
2. **Fundraising and Revenue Generation:** The VP leads fundraising initiatives across multiple channels, including major gifts, individual donors, corporate sponsorships, grants, special events, and planned giving. They cultivate relationships with donors, prospects, and funding partners to secure financial support for the institution.
3. **Donor Relations and Stewardship:** The VP builds and maintains relationships with donors, stakeholders, and funding partners to ensure a positive donor experience and foster long-term engagement and support. They develop stewardship strategies to recognize, acknowledge, and celebrate donors' contributions effectively.
4. **Board Engagement:** The VP collaborates with the Board of Governors, providing guidance, support, and resources to engage Board members in fundraising activities. They work closely with Board committees, leveraging their networks and expertise to advance fundraising goals.



5. **Team Leadership:** The VP oversees the development, communications, marketing, and special events teams providing leadership, mentorship, and support. They set performance expectations, establish metrics for success, and provide ongoing training and development opportunities to enhance team effectiveness.
6. **Strategic Partnerships:** The VP identifies and cultivates strategic partnerships with other organizations, institutions, and community stakeholders to expand fundraising opportunities and advance the institution's vision and impact.
7. **Financial Management:** The VP collaborates with finance and administrative teams to ensure effective financial management of activities, including budgeting, forecasting, and reporting. They monitor performance, analyze revenue trends, and make data-driven decisions to optimize strategies.
8. **Public Relations and Marketing:** The VP oversees the marketing and communications teams to develop messaging, materials, campaigns, crisis communications and issues management to promote NAIT as the world-leading polytechnic of choice.

THE PERSON

As the ideal candidate, you bring significant leadership experience in fund development and an ability to lead NAIT's alumni relations, fundraising, events, marketing, and communications divisions. You have a track record of success building and maintaining networks of key contacts.

The ideal candidate will have relevant academic preparation. A Certified Fund Raising Executive (CFRE) designation is considered a strong asset. The individual may have experience leading at the executive level and will have a track record of success leading large and diverse multi-disciplinary teams.

An experienced leader, you have mentored and developed a diverse team of professionals in the accomplishment of strategic goals and objectives. You are passionate, energetic, and productive, as well as creative in order to develop new ideas in fundraising, marketing and communications, government and media relations, and alumni relations.

The VP oversees a division of approximately 80 team members and an operating budget of \$15 million. The division includes advancement, marketing, communications, and a special events team.



COMPETENCIES

Strategic Vision and Planning: The VP must have a clear and forward-thinking vision for NAIT's growth, especially the ASC. This involves setting strategic goals, identifying opportunities for expansion, and developing comprehensive development plans that align with the organization's vision and long-term objectives.

Fundraising Expertise: Proficiency in various fundraising techniques is essential. This includes expertise in major gifts, grants, corporate sponsorships, planned giving, and capital campaigns. The VP should excel at identifying potential donors, cultivating relationships, and securing substantial contributions.

Relationship Building and Networking: Building and maintaining robust relationships with key stakeholders such as Board members, donors, volunteers, students, and community leaders is critical. The VP must be an effective networker and communicator, capable of fostering trust and collaboration with diverse stakeholders.

Leadership and Team Management: The VP needs to be a strong leader who can inspire and manage teams effectively. This involves providing clear direction, support, and motivation, as well as delegating tasks, mentoring staff, and fostering a collaborative and high-performing team environment. They must also work collaboratively with the executive team.

Marketing and Communications Skills: Effective marketing and communication strategies are vital for raising the organization's profile and engaging stakeholders. The VP should have strong skills in crafting compelling messages, utilizing digital and traditional media.

A GREAT PLACE TO WORK WITH EXCEPTIONAL FACILITIES

At NAIT, people matter. NAIT's culture reflects its shared values of respect, collaboration, celebration, creativity, and accountability. At NAIT, you are part of a vibrant community that makes an impact in the lives of students, staff, and industry clients and partners.

WHAT MAKES NAIT A GREAT PLACE TO WORK

NAIT is proud to have been named one of Alberta's Top Employers for 13 consecutive years. Developing an engaging, supportive, and rewarding work culture is something NAIT takes seriously.

NAIT focuses on creating a fantastic employee experience. NAIT created a benefits package that focuses on health and wellness, professional and personal growth, recognition, and work-life balance.

Here is just a taste of what NAIT offers:



- **Competitive Salary**
- **Pension Plan (LAPP)**



- **Extended Health Benefits**
- **Dental Coverage**
- **Flexible Spending Account**
- **Employee and Family Assistance Program**



- **Life and Accident Insurance**
- **Casual Illness Leave**
- **General Illness Leave**
- **Long-Term Disability Plans**
- **Government Plans (EI, CPP, WCB)**

Express Your Enthusiasm

Leaders International values diversity, equity, and inclusion in all aspects of our operations. We invite candidates to contact us directly with any accommodation requests.

To apply, please email a cover letter and resume (PDF or Word document only) to **Ardyce Kouri** or **Luke Shin** at edmonton@leadersinternational.com, indicating the job title in the subject line of the email.

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