

# POSITION PROFILE:

**Greenwood  
Asher &  
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## **Interim Vice President of College Advancement at HACC & Executive Director of the HACC Foundation**





## The Opportunity

**HACC, Central Pennsylvania's Community College**, seeks an experienced and strategic advancement leader to serve as **Interim Vice President of College Advancement at HACC & Executive Director of the HACC Foundation**. This is a high-impact opportunity to provide executive leadership and operational continuity for a comprehensive advancement enterprise that supports one of Pennsylvania's largest and most community-focused colleges.

Reporting to the President and serving on the Cabinet, the Interim Vice President will guide the College's advancement, marketing, and communications functions during a period of transition. The successful candidate will be a collaborative leader who can quickly assess priorities, sustain momentum, and ensure that key initiatives, partnerships, and operations continue to thrive. This interim appointment offers the opportunity to contribute meaningfully to institutional stability while maintaining the visibility, relationships, and philanthropic capacity essential to HACC's mission.

HACC's advancement enterprise operates within a distinctive, multi-campus and community-centered model that integrates marketing, communications, and philanthropic strategy across a large and diverse service region. To learn more about the Office of College Advancement, please visit: <https://www.hacc.edu/OCA/index.cfm>

# Responsibilities

## Key areas of responsibility include:

### **Ensuring Strategic Continuity**

Sustain and advance existing strategic plans for College Advancement, the Foundation, and the Alumni Association, ensuring alignment with institutional goals and preserving progress on key initiatives.

### **Maintaining Advancement and Fundraising Momentum**

Oversee ongoing fundraising, donor engagement, grant activity, and stewardship efforts to ensure consistent support for students and programs. Provide confidence and continuity to donors, volunteers, and board members.

### **Supporting Brand, Marketing, and Communications Efforts**

Provide leadership for marketing, public relations, creative services, digital communications, and publications to ensure clear, coordinated messaging across the College's multi-campus environment.

### **Serving as an Institutional Ambassador**

Act as a visible and credible representative of the College with community partners, alumni, donors, and regional stakeholders, while also serving as a key advisor and spokesperson as needed.

### **Leading the Advancement Team**

Offer supportive, steady leadership to a multifaceted team spanning development, alumni relations, communications, events, and creative services. Clarify priorities, reinforce accountability, and foster collaboration during the transition period.

### **Providing Sound Operational and Financial Oversight**

Oversee budgets, expenditures, and revenue streams for the advancement enterprise, ensuring fiscal responsibility and compliance with institutional and foundation policies.

### **Preparing the Path for the Next Permanent Leader**

Document processes, assess organizational structure and capacity, and identify opportunities or challenges to help position the division — and the College — for a successful long-term leadership transition.



# Qualifications

## Education:

- ❖ Master's degree is required (e.g., higher education, public administration, business, communications, or related field)

## Experience:

- ❖ 10+ years of progressively responsible experience in advancement, development, or external relations within higher education or a comparably complex organization, including at least five years of supervisory experience
- ❖ Certified Fund Raising Executive (CFRE) preferred but not required
- ❖ Accredited in Public Relations (APR) preferred but not required

# Knowledge and Skills

## Administrative & Strategic Knowledge

- ✦ Principles of executive leadership and organizational management
- ✦ Negotiation, mediation, and consensus-building techniques
- ✦ Public relations and marketing principles
- ✦ Strategic planning, goal setting, and institutional strategy development
- ✦ Financial management, including budgeting, forecasting, and resource allocation
- ✦ Program development, administration, and assessment within complex organizations
- ✦ Advancement operations, including fundraising and alumni relations
- ✦ Public relations and marketing principles
- ✦ Familiarity with advancement systems, data analytics, and reporting tools

## Professional Knowledge

- ✦ Applicable federal, state, and local laws, regulations, and ethical standards
- ✦ Principles of program and project management
- ✦ Strong written and verbal communication

## Administrative & Leadership Skills

- ✦ Leading, mentoring, and evaluating staff; building high-performing teams
- ✦ Managing organizational change and sensitive issues
- ✦ Strategic prioritization and the ability to manage multiple initiatives simultaneously
- ✦ Analyzing problems and assessing risks and opportunities
- ✦ Ensuring compliance with applicable laws, regulations, and ethical practices
- ✦ Planning, evaluating, and improving programs and services
- ✦ Effective use of technology and software applications to inform decision-making

## Professional & Executive Skills

- ✦ Analyzing, developing, and implementing policies and procedures
- ✦ Public speaking and executive presentations to internal and external audiences, including boards, donors, and community partners
- ✦ Building and sustaining relationships with various stakeholders, including donors, alumni, institutional leadership, and external partners
- ✦ Communicating clearly and persuasively with senior leaders, faculty, staff, students, and external constituencies



## About HACC

On Feb. 14, 1964, HACC, Central Pennsylvania's Community College, became the first community college in Pennsylvania.

Proudly YOURS, we are the largest and oldest community college in Pennsylvania. We offer more than 100 programs across our [five campuses](#) and [online](#). We encourage you to learn more about us, starting with our [mission and strategic plan](#).

A talented team of professionals leads the College, including [HACC President John J. "Ski" Sygielski, Ed.D.](#), [HACC's Board of Trustees](#) and the [president's Cabinet](#).

Our history shows how much the College has grown in serving its students and the needs of the community. Since the first Commencement ceremony in 1964, the College has [graduated thousands of students](#). This is only one of many facts about HACC.

If you would like information about public records, please review [HACC's Right to Know Law](#) process.

# Application Process

Greenwood Asher & Associates is assisting HACC, Central Pennsylvania's Community College in this search. Applications and nominations are now being accepted.

Nominations and confidential inquiries can be send to:

**Andriel Dees**

Vice President of Executive Search  
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**Liliana Rodriguez**

Vice President & Managing Director  
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## How to Apply

Please submit application materials [here](#).

Submission of application materials as PDF attachments is strongly encouraged.

Initial screening of applications will begin immediately and will continue until an appointment is made.

## EEO Statement

*HACC, Central Pennsylvania's Community College, provides equal employment opportunities (EEO) to all employees and applicants without regard to race, color, religion, sex, age, national origin, ancestry, disability, sexual orientation, gender identity or expression, veteran status, or any other protected classification. HACC is committed to a diverse, non-discriminatory environment.*