



Senior Director of Development Position Profile



The Opportunity

Western Washington University (WWU), a nationally recognized institution with nearly 15,000 students, is inviting nominations and applications for the Senior Director of Development. Located in beautiful Bellingham, WA, a coastal community of 90,000, Western is committed to academic excellence, inclusive achievement, and making a positive impact for its students across Washington and beyond.

The Role of the Senior Director

The Senior Director of Development manages a team of fundraisers at the director and associate director level with a goal of raising money for all colleges and programs across the university. They are responsible for mentoring their team members and ensuring the team achieves its annual fundraising goal. The Senior Director is the main liaison between deans and academic partners and reports to the Associate Vice President for Development for University Advancement. The Senior Director is a strategic partner to all academic and development professionals in securing philanthropic gifts, they represent University Advancement as leaders and partner with colleagues in University Advancement such as those in Prospect Research, Advancement Services, Planned Giving, and Alumni Engagement.

As a senior development officer, this position is charged with creating and implementing a comprehensive development program for their team, to engage and solicit alumni, parents, friends, community members, business, and civic leaders to achieve the fundraising goals for Western. The Senior Director of Development is personally responsible for soliciting and closing major gifts of \$25,000 or more, with a specific focus on principal gift prospects starting at the \$250,000 level. Furthering Western's mission requires strategy, creativity, and innovation, which are cultivated by an inclusive, diverse environment that respects and appreciates differences. Western is seeking professionals for these positions who will also contribute to their mission of enhancing, increasing, and supporting a diverse and inclusive environment.

This is a full-time position reporting to the Associate Vice President for Development for University Advancement. Annual success metrics are determined from both the activities associated with fundraising and the actual fundraising results of the team. The Senior Director of Development is responsible for the discovery, cultivation, solicitation, and stewardship of Western donors. In this ever-changing profession, multiple channels are utilized to connect with and cultivate donors, including face-to-face, phone and video, with a key success metric focused on substantial contacts. This position requires travel in and out of state with a heavy focus on the Puget Sound area.

Duties and Responsibilities

Leadership, Philanthropic Strategy, and Planning (40%)

- › Responsible for the design and implementation of a comprehensive development plan to increase philanthropic support for funding priorities established by the university and academic partners.
- › Manages team of fundraisers at the director and associate director level.
- › Responsible for coaching, mentoring, and developing team members.
- › Responsible for annual planning and ensuring the team achieves its annual fundraising goals and metrics.
- › Serves as primary liaison between deans and academic partners; works with the deans, department chairs, and institute directors to shape fundraising priorities and campaigns.
- › Serves as a coach and strategic partner to all academic partners and development professionals in securing philanthropic gifts and enhancing donor relationships.
- › Ensures work is consistent with University Advancement policies and procedures.

Fundraising (40%)

- › Focus on strategically identifying, engaging, qualifying, cultivating, and soliciting prospects for gifts with a focus on principal gift prospects at the \$250,000 level.
- › Travel regionally and nationally to connect personally with constituents.
- › Complete at least 60–90 substantial contacts and 15–20 major gift solicitations per year.
- › Prepare written proposals, background reports, meeting briefs, impact reports and other development materials for use during donor cultivation, solicitation, and stewardship activities.
- › One Team, Our Team. Work collaboratively with members of the Annual Giving, Corporations and Foundation Relations, Donor Relations, Alumni Engagement, Communications, and Special Events teams in order to further the fundraising goals for the university.
- › Develop effective fundraising strategies in coordination and collaboration with the Associate Vice President of Development and members of the University Advancement team.
- › Works directly with the Prospect Research Department to manage portfolios for the members of their team and helps to identify new donors as well as establish strategies for donors who should be moved along the donor engagement process
- › Works with the Donor Relations Team to ensure donors are appropriately recognized and stewarded. Follow up with donors and prospects in a timely manner. Steward donors by consistently and thoughtfully reporting on impact in creative and meaningful ways.
- › Cultivate relationships with diverse communities and individuals that have not otherwise been approached.

Prospect Management (20%)

- › In collaboration with the Director of Prospect Research, build, develop, and manage a portfolio of 50–100 major and principal gift prospects for themselves and their team.
- › Utilizing the Advancement CRM, record and track all donor activity and analyze donor information for increased donor participation; review team performance metrics and provide coaching and timely feedback on prospect management.
- › Prioritize reporting activities and recording asks in the database and ensure the same for their direct reports.

Required Qualifications

- › Bachelor's degree.
- › At least 5 years of experience in successful frontline fundraising for a university or nonprofit organization.
- › Strong interpersonal skills and a customer service orientation.
- › Poised, professional manner with the ability to express oneself clearly and empathetically in interactions with others including written and in-person.
- › Demonstrated proficiency in using technology – such as Microsoft Office suite, Teams, and Zoom.
- › Ability to travel (including a valid driver's license at time of hire) at least once a week within Washington State, and outside the state for overnight travel.
- › Proven success in face-to-face asks and the closing of gifts valued at \$25,000 and above.
- › Ability to work occasional nights and weekends.
- › Management experience.

Preferred Qualifications

- › Experience with a Customer Relationship Management System (CRM).
- › Proven success working with principal giving level donors (\$250,000).
- › Experience working on a large-scale, organized fundraising campaign.
- › Experience with mentoring and coaching colleagues and administrators.

About University Advancement

The [Division of University Advancement](#) is comprised of 60+ staff members who support the engagement, philanthropy, communications, and marketing work of the university. The five leadership units are: communications and marketing; major giving, planned giving, and corporate/foundation relations; advancement data services, research, and annual giving; engagement including donor relations, alumni and constituent relations, and career services; finance, accounting, and administration. Current fundraising efforts are focused on the university's top priority, scholarships to support student recruitment and retention. University Advancement's main offices are on Western's campus in Bellingham.

The [Foundation for WWU and Alumni](#) oversees assets of nearly \$150 million and is responsible for the outreach and engagement to over 150,000 alumni and friends of the institution. The Foundation is governed by a board of over 30 volunteers who help set strategic direction and policy, raise friends and funds, and steward the community of donors and potential donors.



About Western Washington University

Western Washington University, with nearly 15,000 students in seven colleges and the graduate school, is nationally recognized for its educational programs, students, and faculty. The campus is in Bellingham, Washington, a coastal community of 90,000 overlooking Bellingham Bay, the San Juan Islands, and the North Cascades Mountain range. The city lies 90 miles north of Seattle and 60 miles south of Vancouver, British Columbia. Western has additional sites in Anacortes, Bremerton, Everett, Port Angeles, and Poulsbo. Western is recognized nationally for its success, such as being named one of the top public master's-granting institutions in the Pacific Northwest for 25 years in a row by U.S. News & World Report.

Western Washington University is committed to achieving excellence through advancing inclusive success, increasing its Washington impact, and focusing on transformational education grounded in the liberal arts and sciences and based on innovative scholarship, research, and creative activity. Western's greatest strength is the outstanding students, faculty, staff, and alumni/ae who make up its community. Western supports an inclusive governance structure for all and provides a learning and working environment in which everyone can thrive. In pursuit of this excellence, employees are expected to establish and maintain productive and effective inclusive working relationships amongst diverse populations including staff, faculty, administration, students, and external constituents. Further, individual employees are expected to operationalize sustainability concepts (economic, societal, environmental) into all aspects of performing their job duties.

Quick Facts

- › Established in 1893
- › 14,651 students
- › 200+ undergraduate programs
- › 40+ graduate programs
- › 17:1 student to faculty ratio
- › 250+ student organizations and clubs
- › 90% of Western alumni are employed or continuing their education within six months of graduation
- › One of the top master's-granting institutions in the Pacific Northwest
- › Numerous conference championships (GNAC) in volleyball, men's and women's soccer, track & field and cross country, men's and women's basketball, men's and women's golf, and softball

Mission and Values

Western Washington University is a public comprehensive institution dedicated to serving the people of Washington. Together its students, staff, and faculty are committed to making a positive impact in the state and the world with a shared focus on academic excellence and inclusive achievement.

As a community, Western upholds certain basic values. These include:

- › Commitment to student success, critical thought, creativity, and sustainability.
- › Commitment to equity and justice, and respect for the rights and dignity of others.
- › Pursuit of excellence, in an environment characterized by principles of shared governance, academic freedom, and effective engagement.
- › Integrity, responsibility, and accountability in all their work.

Vision

Western Washington University prepares and inspires individuals to explore widely, think critically, communicate clearly, and connect ideas creatively to address their most challenging needs, problems, and questions.

Academics

College of Business and Economics

The College of Business and Economics prepares students to lead, analyze, and contribute across a range of organizational settings – from entrepreneurial ventures to global enterprises. Building on a foundation in the liberal arts, students develop strong analytical, managerial, and communication skills, along with proficiency in accounting, economics, and data-informed decision making.

The curriculum emphasizes ethical reasoning, professional adaptability, and commitment to lifelong learning. Graduates are prepared to navigate complexity, drive innovation, and engage thoughtfully with the broader community and society.

The College of Business and Economics is accredited by AACSB International – The Association to Advance Collegiate Schools of Business – at both the graduate and undergraduate levels. AACSB Accreditation recognizes the highest standard of quality in teaching, research, and societal impact.

College of the Environment

Since its establishment in 1969, the College of the Environment has become a recognized leader in combining socially relevant research, outstanding undergraduate and graduate education, dedicated community partnerships, and innovative thinking on the environment. As one of the oldest environmental colleges in the nation, its integrative approach is designed to educate and train students for creative, fulfilling careers in a changing world.

College of the Environment faculty and staff are readily available to collaborate with student initiatives in learning that spans disciplinary boundaries. Degree programs prioritize interdisciplinary and high-impact learning experiences including fieldwork, community projects, lab-based science, capstones, and internships. Complementing its departments in Environmental Sciences, Environmental Studies, and Urban and Environmental Planning and Policy are the Institute in Environmental Toxicology and Chemistry, the Resilience Institute, the Institute for Watershed Studies, the Spatial Institute, and engagement with Shannon Point Marine Center, the Sustainability Engagement Institute, and the Institute for Energy Studies.

College of Fine and Performing Arts

The College of Fine and Performing Arts, consisting of the departments of Art and Art History, Design, Music, and Theatre and Dance, provides an educational environment for enhancing the creation, development, performance, and teaching of the fine and performing arts and design. Through its facilities and programs, the college has a strong presence on campus. The University's Concert Hall, the Mainstage Theatre, and more intimate performance venues are housed in the college, as well as classrooms, art studios, design labs, the PAC Galleries, and the Western Gallery. The college also is responsible for public art throughout the campus in the form of the internationally recognized Public Art Collection.

The goal of the College of Fine and Performing Arts is to nurture a comprehensive understanding of the languages of dance, visual art, theatre, design, and music in order to create thinking artists and artistic thinkers who will shape culture in the 21st century.

To fulfill this mission, the College of Fine and Performing Arts maintains a viable connection with the liberal arts tradition of the university; equips students with the creative and intellectual tools necessary for success in the arts; enables students to value, understand, and challenge traditional concepts; maintains an environment that supports diversity, reflection, and dedication to creative pursuits; promotes critical thinking, innovative ideas, and active arts leadership; provides world class and multicultural experiences in the arts for both students and members of the community; and prepares students for a dynamic, lifelong relationship with the arts.

College of Humanities and Social Sciences

The College of Humanities and Social Sciences, Western's largest academic unit, is composed of two divisions: the Humanities (Communication Studies; English; Ethnic Studies; Global Humanities and Religions; History; Journalism; Languages, Literatures, and Cultures; Philosophy) and the Social and Behavioral Sciences (Anthropology; Health and Human Development; Linguistics; Political Science; Psychology; Sociology; Speech, Language, and Hearing Sciences; Women, Gender, and Sexuality Studies). These 16 departments offer 47 bachelor's degrees and 11 master's degrees, along with three interdisciplinary majors in East Asian Studies, Latin American Studies, and Multidisciplinary Studies.

The college houses several research and service centers, including the Center for Cross-Cultural Research, the Center for Performance Excellence, the Office of Survey Research, and three community-based professional training centers: the Speech-Language Clinic, the Audiology Clinic, and the Psychology Counseling Clinic. In addition, the college has six nationally accredited professional programs: school

counseling, mental health counseling, speech pathology, audiology, public health, and recreation management and leadership.

College of Science and Engineering

The College of Science and Engineering consists of seven academic departments: Biology, Chemistry, Computer Science, Engineering and Design, Geology, Mathematics, and Physics and Astronomy. In addition to the academic departments, the college is home to Western's Science, Mathematics, and Technology Education (SMATE) program. SMATE is dedicated to the recruitment and preparation of future K-12 teachers, and to improving the teaching and learning of science, mathematics, engineering, and computer science. The college is committed to excellence in teaching, fostering interdisciplinary research and study opportunities, enhancing diversity, enhancing the quality of science, mathematics, and technology K-12 teaching, and the development of critical thinking. Western has extensively invested in new facilities, instructional innovation, and the recruitment of world-class faculty for the sciences in recent years. Thus, students in the college are engaged in high-quality classroom, laboratory, and hands-on research experiences that foster deep foundational disciplinary knowledge as well as the tools to engage in the creation of new scientific knowledge. The overall mission of Western's College of Science and Engineering is to serve the science and engineering needs of Washington State and the global community by advancing scholarship and educating thoughtful leaders and problem solvers.

All departments within the college are dedicated to providing a high-quality education for students by incorporating undergraduate research and practical hands-on experiences to stimulate intellectual curiosity, critical thinking abilities, and application of the scientific method. Graduates from the college pursue graduate degrees, become teachers, or enter a wide variety of jobs in industry or governmental organizations.

Fairhaven College of Interdisciplinary Studies

Founded in 1967, Fairhaven College of Interdisciplinary Studies is an undergraduate division of Western Washington University. Its purpose is to offer students the opportunity to take an uncommon degree of responsibility for the structure and content of their own education where students design their own degree programs by drawing on the resources of a larger university. The college promotes student development in writing and research, critical thought and creative expression, independent judgment and scholarship, self-evaluation, and narrative assessment.

As a learning community, Fairhaven is defined by five attributes: (1) interdisciplinary study, (2) student designed studies and evaluations of learning, (3) examination of issues arising from a diverse society, (4) development of leadership and a sense of social responsibility, and (5) curricular, instructional, and evaluative innovations.

At Fairhaven, students are challenged to bring what they learn to bear on human concerns and crucial real-world problems, to experiment, to discover, and to act. This style of education supports the development of certain values, virtues and skills: self-discipline, resourcefulness, initiative, self-development, adaptability, reasonable risk-taking, leadership, sensitivity to injustice, and respect for persons and the natural world. Fairhaven courses prepare students to listen carefully and engage respectfully in discussion,

to value and respect different worldviews, and to appreciate multiple voices reflecting the diversity of experiences in our society.

Fairhaven College is committed to interdisciplinary study and serving a diverse student body in terms of age, ethnic background, academic interest, and life experience. The college is committed to a gender-conscious and multicultural approach to topics, resources, and classroom practices. Courses and other learning experiences provide an opportunity to examine the impacts and contemporary and historical roots of race, class, and gender relations.

Fairhaven College's role in the university is not only to provide a learning environment for students interested in self-designed study and interdisciplinary learning, but also to help the university ask questions about teaching and learning. Members of the Fairhaven community collaborate with and learn from colleagues in other colleges both within and outside of Western.

Woodring College of Education

Woodring College of Education facilitates life-long learning through exemplary teaching to prepare education, health, and human services professionals for democratic citizenship and meaningful careers. As a college that serves the state, nation, and the world, they construct, transform, and convey knowledge by integrating research, theory, and practice; cultivate student growth through extensive community and school engagement in collaboration with exemplary practicing professionals; act with respect for individual differences including taking a strengths-based view; develop collaborative partnerships that promote the learning and well-being of individuals, families, and the community; and, evaluate processes and outcomes to ensure continual program improvements.

Athletics

Western Washington University has a proud and competitive athletics tradition grounded in academic excellence, student development, and community engagement. Competing in NCAA Division II as a member of the Great Northwest Athletic Conference (GNAC), the Vikings consistently perform at a high level across 15 varsity sports. WWU teams regularly contend for conference and national championships, highlighted by NCAA titles in women's soccer, women's rowing, and men's basketball. Student-athletes excel in the classroom as well – WWU leads the GNAC in academic all-conference selections and maintains strong graduation rates, reflecting the university's commitment to supporting the whole student.

WWU Athletics plays a vital role in campus life and regional identity, fostering school spirit and strengthening connections with alumni, families, and the broader Bellingham community. The department emphasizes leadership development, well-being, and inclusive excellence, providing student-athletes with meaningful experiences that prepare them for success beyond competition. State-of-the-art facilities, a dedicated coaching staff, and strong university support contribute to a vibrant athletic culture that aligns with WWU's mission and values.

About Bellingham

Nestled between the Salish Sea and the foothills of the North Cascades, Bellingham offers an exceptional quality of life defined by natural beauty, outdoor recreation, and a vibrant community atmosphere. With a population of just over 90,000, Bellingham provides the amenities of a small city with the charm and accessibility of a close-knit community. The city is renowned for its scenic waterfront, extensive trail system, and proximity to world-class opportunities for hiking, cycling, skiing, kayaking, and sailing. Its location – 90 miles north of Seattle and 55 miles south of Vancouver, B.C. – positions Bellingham as a dynamic hub within the Pacific Northwest.

Bellingham is home to a thriving arts and culture scene, including galleries, museums, live music, community festivals, and a strong local theater presence. Its historic Fairhaven district and revitalized downtown offer a mix of independent shops, restaurants, cafés, and public art, reflecting the city's creative and entrepreneurial spirit. Recognized as one of the best places in the country to live for outdoor enthusiasts, Bellingham balances a relaxed lifestyle with a progressive and engaged community.

The city's commitment to sustainability, environmental stewardship, and inclusive community development aligns closely with Western Washington University's values. Bellingham is known for its well-established farmers markets, local food movement, and environmentally conscious initiatives. Excellent K-12 schools, reliable public transit, and a safe, family-friendly environment make it an appealing place to call home.



Compensation

The hiring salary range is \$102,954 – \$118,398/year depending on qualifications and experience. Through longevity, salary for the position tops out at \$133,840/year.

Western also provides a generous benefits package, including:

[Benefits Overview for Administrative Professional Position](#)

Application and Nomination Process

Greenwood Asher & Associates® is assisting Western Washington University in this search. Applications and nominations are now being accepted. Initial screening of applications will begin immediately and will continue until an appointment is made. To ensure full consideration, applications and nominations should be provided by **December 4, 2025**. Application materials should include:

- › Letter of interest that clearly states the applicant's qualifications for the position
- › Current résumé/curriculum vitae
- › A list of three professional references

Application materials should be submitted through the [Greenwood Asher & Associates portal accessible via this link](#).

We strongly encourage submitting application materials as PDF attachments. The search will be conducted with a commitment of confidentiality for candidates until finalists are selected.

Nominations and confidential inquiries can be sent to:

Jim Johnsen, Vice President of Executive Search

jimjohnsen@greenwoodsearch.com

Kyle Pybus-Jerome, Senior Executive Search Consultant

kylepybusjerome@greenwoodsearch.com



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Western Washington University (WWU) is an equal opportunity employer. In compliance with applicable laws, WWU does not discriminate on the basis of race, ethnicity, color, national origin, age, citizenship or immigration status, pregnancy, use of protective leave, genetic status, sex, sexual orientation, gender identity, gender expression, marital status, creed, religion, veteran or military status, disability or the use of a trained guide dog or service animal (including a service animal in training) by a person with a disability, or any other characteristic protected by federal, state, or local law, in its programs or activities, including employment, admissions, and educational programs. See WWU's Policies on [Prohibiting Discrimination Based on A Protected Class](#) and [Prohibiting Discrimination Based on Sex](#). Inquiries may be directed to the Office of Civil Rights and Title IX Compliance, Title IX and ADA Coordinator, Western Washington University, Old Main 126 (MS 9021), 516 High Street, Bellingham, WA 98225; [360.650.3307](tel:360.650.3307) (voice) or 711 (Washington Relay); crtc@wwu.edu

WWU is committed to providing reasonable accommodations to qualified individuals with disabilities upon request. To request this document in an alternate format or to request an accommodation, please contact [Human Resources Disability Services](#), [360.650.3751](tel:360.650.3751) or 711 (Washington Relay).

Annual Security and Fire Safety Report: This report is provided pursuant to the Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act ("The Clery Act"). It includes statistics for the previous three calendar years concerning reported crimes that occurred on Western's campus; in certain off-campus buildings or property owned or controlled by Western; and on public property within, or immediately adjacent to and accessible from, the campus. The report also includes institutional policies concerning campus security, such as policies concerning alcohol and drug use, crime prevention, the reporting of crimes, sexual assault, and other matters. You can obtain a copy of this report in printed or alternate formats by contacting the Office of Student Life at student.life@wwu.edu. The report can be found at: [Annual Security and Fire Safety Report](#).

Conditions of Employment: All employees must comply with our Immunization policies, including [Proof of Rubella Measles Immunity](#) within 60-days of hire. Please reach out to HR@wwu.edu if you need information regarding medical or religious exemption and applicable accommodations.

All new employees must comply with the immunization policy and show employment eligibility verification as required by the U.S. Citizen and Immigration Service before beginning work at WWU. A thorough background check will be conducted on all new hires which includes a [sexual misconduct background check](#).

The materials presented in this leadership profile should be relied on for informational purposes only. This material has been copied, compiled, or quoted in part from Western Washington University documents and personal interviews and is believed to be reliable. While every effort has been made to ensure the accuracy of this information, the original source documents and factual situations govern.