



**COCA-COLA  
SCHOLARS  
FOUNDATION**

## **Job Description** **Director of Advancement**

REPORTS TO PRESIDENT

To apply, submit a current resume and a cover letter outlining your unique interests in and fit for the position to our search consulting firm, Good Works Advisors, via email at [CCSFSearch@goodworksadvisors.com](mailto:CCSFSearch@goodworksadvisors.com). If you are a Coca-Cola Scholar, please include it in your cover letter.

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### **Summary**

The [Coca-Cola Scholars Foundation](#) (CCSF) seeks a full-time Director of Advancement to join a talented team of dedicated professionals and to meaningfully advance the mission of the Coca-Cola Scholars Foundation with its alumni, partners, and supporters.

The Director of Advancement has primary responsibility for all fundraising and donor stewardship efforts, working to identify, cultivate, solicit, and steward gifts from the Coca-Cola system, scholarship alumni, foundations, and other supporters and friends. As a member of the Executive Team, the Director of Advancement reports to and works in close partnership with the President of CCSF and collaborates closely with the Foundation's alumni relations and communications professionals. The Director of Advancement provides counsel to the Foundation Board of Directors, President, and Alumni Advisory Board on fundraising and engagement matters.

As a key member of the CCSF team, this professional works collaboratively and creates and advances strategies that align with the organization's overall vision, mission, and values. The Director of Advancement must understand the Foundation's entire operations and extensive network of relationships, while seeking opportunities to collaborate with other team members and improve internal and external processes and outcomes.



As part of our bold strategic goal to reach a total of 10,000 Coke Scholars within 25 years, the Foundation recently launched the initial stages of a \$50 million endowment campaign designed to permanently endow the Foundation's scholarships and related programs, having received \$38 million to date from The Coca-Cola Company and Coca-Cola bottlers. The Director of Advancement will partner with the President, Board, and staff to develop and implement the final stages of the endowment campaign, which will mostly target major gifts from the Foundation's 6000+ member alumni base and from foundations and companies who are connected to the Coca-Cola system.

The ideal candidate will be an experienced development professional with proven fundraising success, and one who has demonstrated experience in leading advancement-related activities such as alumni relations and communications.

Finally, this professional will have primary responsibility for building upon and further instilling a culture of philanthropy and giving across the organization and among the Foundation's stakeholders.

## Core Competencies

The ideal Director of Advancement candidate will demonstrate, at a minimum, the below professional competencies:

- An appreciation of and respect for the Foundation's history, mission, values, programs, and brand
- Knowledge and understanding of a variety of effective fundraising and stakeholder engagement strategies
- Ability to integrate organizational strategic priorities with advancement goals
- Personal authenticity and an ability to form trusted and sincere relationships with the Foundation's many and diverse stakeholders and fellow staff members
- Perceptive listening skills with an ability to understand, reflect, and incorporate what Foundation stakeholders value
- Effective communication skills, including written, verbal, and public speaking skills
- Dedication to the importance of personal and organizational ethical standards, able to promote a culture of accountability and professionalism
- Commitment to promotion of service and philanthropy
- Proficiency in database management with a dedication to maintaining robust biographical data
- Charisma, enthusiasm, passion, and optimism
- Dependability, reliability, and team-player attributes
- Poise, confidence, empathy, and excellent judgment
- Demonstrated commitment to excellence and ability to prioritize and manage multiple projects simultaneously
- Ability to work as a leader and collaborate as part of a team
- Curiosity and a commitment to lifelong learning

## Qualifications

Director of Advancement candidates must meet the following qualifications:

- Bachelor's degree, plus at least 12 years of professional experience (ideally in the scholarship, higher education, foundation, or nonprofit fields), including ideally at least 3 years of professional fundraising experience (CFRE accreditation is preferred, but not required). Special consideration may be given to non-traditional candidates who may not have direct fundraising experience but have demonstrated complementary competencies in other fields.
- Knowledgeable in annual giving, major gifts, capital/endowment campaigns, special events, corporate and foundation giving, planned giving, and donor relations
- Experience with donor management applications, Blackbaud Raiser's Edge/NXT preferred
- Experience in or a strong working knowledge of communications, marketing, and non-donor stakeholder engagement (e.g. alumni, volunteer, etc.)
- Strong proficiency with all Microsoft Office applications
- Willingness to travel and work occasional evenings and weekends as necessary
- Located in the Atlanta, Georgia, metro area or ability to relocate

## Responsibilities

The Director of Advancement may supervise one or more professionals on our team and will have a number of critical responsibilities, including those outlined below.

### **IN RELATION TO FUNDRAISING AND ADVANCEMENT:**

- Lead the advancement strategy for CCSF by developing, implementing, and evaluating annual development plans
- Prepare annual fundraising goals, plans, and budgets in consultation with the President
- Successfully complete the Foundation's ongoing endowment campaign, focusing on alumni and foundation giving
- Manage all strategies and activities for donor cultivation, solicitation, stewardship, and relations
- Identify and manage meaningful relationships with major and leadership giving prospects
- Design, implement, and manage all fundraising activities including annual banquet sponsorship processes, alumni giving programs, and associated special projects and events
- Travel to visit with prospects and host regional alumni events
- Ensure the President is effectively prepared, engaged, and utilized in the overall development strategy
- Develop annual impact reporting that includes analyses of donor data, including giving trends, direct feedback, and anecdotal requests from donors
- Monitor the progress of development activities and report results to the President and Board

## IN RELATION TO STAKEHOLDER ENGAGEMENT EFFORTS:

- Partner with the CCSF Alumni Relations Manager to promote alumni engagement and ensure the Alumni Advisory Board and all alumni have the opportunity to engage with the Foundation's advancement and other strategies
- Partner with the CCSF Communications Manager to advance an effective major donor communications strategy
- Serve as a champion of the Foundation's advancement strategy to staff, the Alumni Advisory Board, and the Board of Directors
- Lead and collaborate with Foundation staff to develop a culture of philanthropy within CCSF and alumni

## Benefits

As a growing organization, CCSF prides itself on offering a competitive benefits package, including:

- A market competitive executive-level base salary
- An opportunity for a performance bonus plan based on prescribed metrics and objectives
- 75% paid medical, dental, and vision for full-time employees with a company HSA contribution
- 401k retirement plan with an employer contribution
- 15 accrued PTO days and 13 paid holidays each year

## About CCSF

Created in 1986, the [Coca-Cola Scholars Foundation](#) amplifies the impact of exceptional leaders through scholarships, lifelong learning, and a powerful community of mission-driven changemakers. Jointly funded by Coca-Cola bottlers across the country and The Coca-Cola Company, CCSF is home to the Coca-Cola Scholars Program, the largest corporate-sponsored, achievement-based scholarship program in the United States, and has awarded more than \$78 million in scholarships over the course of 34 years.

In addition to identifying, selecting, and supporting 150 extraordinary high school seniors across the country each year, CCSF cultivates an incredible community of 6,600+ program alumni who are service-minded lifelong learners. Scholars of all ages meaningfully connect through unique engagement and leadership development opportunities that open doors for collaboration and giving back.

A uniting force for good on behalf of the Coca-Cola system, CCSF serves as a key philanthropic partner of The Coca-Cola Company and Coca-Cola bottlers throughout the US and is proud to advance Coca-Cola's purpose to refresh the world and make a difference.