

# STANTON CHASE

## **Arizona State University/ASU Foundation**

**Senior Director of Development, Walter Cronkite School of Journalism and Mass  
Communication**

### **ABOUT WALTER CRONKITE SCHOOL**

For more than forty years, the **Walter Cronkite School of Journalism and Mass Communication** [The Walter Cronkite School] has been recognized nationally as one of the premier journalism and media programs in the United States, consistently ranked among the top schools for journalism education. With more than 2,500 students enrolled on campus and online, the Cronkite School is widely known for its immersive, hands-on “teaching hospital” model, which integrates real-world reporting, innovation, and public service into every aspect of the student experience.

The School is home to an accomplished faculty of award-winning journalists, editors, producers, and internationally recognized media scholars who bring deep industry expertise and thought leadership into the classroom. Graduates of the Cronkite School hold leadership roles across national and global media organizations, public service journalism, digital platforms, and emerging media enterprises.

### **RESPONSIBILITIES**

The Senior Director of Development will execute plans to qualify, cultivate, steward and solicit donors to secure and increase significant philanthropic support in partnership with other development staff, School/Unit Directors, deans and/or faculty and campus leadership, depending on their assigned area(s) of responsibility, aimed at assuring long-term financial support for the ASU Foundation and Arizona State University.

#### **Fundraising Strategy and Donor Engagement**

- Create and lead a coordinated program of fundraising and engagement activities designed to increase the number and level of annual, major, and/or principal gift donors; set direction and approach in partnership with ASU leadership’s vision in assigned area(s) of responsibility
- Manage a personal major gift donor/prospect portfolio with a primary focus on securing gifts at or above the \$100,000 level and a personal fundraising goal of at least \$3M in accordance with performance metrics
- Lead efforts to identify, cultivate, solicit, and steward individual, foundation, and corporate prospects on behalf of assigned area(s) of responsibility

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- Guide the direction of written proposals, white papers, strategic plans, budgets, and other collateral materials as needed for securing significant (\$100k+) philanthropic investments
- Ensure the proper stewardship and recognition of donors in portfolio
- Maintain up-to-date knowledge on key alumni and high-level donors and/or oversee continuous research and development of prospect intelligence

## **Collaboration and University Partnerships**

- Lead a comprehensive unit or central development department/program and develop strategies to involve campus leaders, alumni, friends, and volunteers in philanthropic engagement
- Collaborate with faculty, institute/center directors, and unit-based and foundation-based fundraisers to align prospects with the direction and scope of their philanthropic interests and leverage maximum giving potential
- Maintain a high level of collaboration with internal departments and broader University partners to identify common goals and advance coordinated prospect and donor strategies
- Sustain and elevate working relationships with deans, chairs, directors, and faculty members within assigned area(s) of responsibility
- Participate as a member of the ASUF development team and serve as a resource to development colleagues

## **Leadership, Operations and Accountability**

- Recruit, motivate, develop, and retain a high-performance team; set and evaluate individual goals, implement training and mentoring, and ensure coverage of priority areas
- Manage projects with moderate oversight, including serving as a project manager for complex, multilayered, university-wide proposals supporting major campaign priorities
- Ensure compliance with prospect management guidelines, including tracking, reporting, and documentation of donor contact and progress
- Manage budgets related to area(s) of assignment, ensuring a strong return on university investments while controlling expenses

## **KEY SELECTION CRITERIA**

- **Strategic Fundraising Leadership and Revenue Generation:** Demonstrated success designing and executing comprehensive fundraising strategies that grow annual, major, and principal gift pipelines. Proven ability to manage a high-capacity portfolio and consistently secure gifts at or above the \$100,000 level while achieving multi-million-dollar annual fundraising goals.
- **High-Level Donor Engagement and Stewardship:** Exceptional ability to identify, cultivate, solicit, and steward individual, foundation, and corporate prospects using

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a sophisticated approach. Skilled in developing compelling proposals and cases for support that align donor interests with institutional priorities.

- **Collaborative University Partnership and Stakeholder Alignment:** Proven capacity to partner effectively with deans, faculty, and campus leadership to advance coordinated fundraising strategies. Brings a collaborative approach that aligns academic priorities with philanthropic opportunities.
- **Team Leadership and Operational Management:** Experience recruiting, mentoring, and leading high-performing development teams while fostering a culture of productivity and strategic thinking. Demonstrates strong project management, budget oversight, and compliance with prospect tracking and reporting standards. Experienced utilizing CRM systems such as Salesforce and Workday.
- **Professional Judgment and Institutional Advocacy:** Exercises sound ethical judgment, discretion, and confidentiality in all donor and prospect interactions. Serves as a credible ambassador for the institution's mission while engaging effectively with diverse stakeholders committed to the future of journalism.

## QUALIFICATIONS

- Bachelor's degree required; Advanced degree preferred\*
- Five (5) to seven (7) years of successful professional development and/or fundraising experience with at least two (2) to three (3) years managing a team\*
- Demonstrated ability in securing major grants and gifts from individuals, corporations, foundations, and other private funding sources
- Documented success in personally implementing sophisticated, multi-year cultivation strategies that use a relationship-building and moves management approach leading to successful gift closure

*\* Or any equivalent combination of education and experience from which comparable knowledge, skills and abilities have been achieved*

*Stanton Chase, an executive search and leadership advisory firm, has been retained for this search. **Please direct all inquiries and application materials to [Dc\\_asu\\_development@stantonchase.com](mailto:Dc_asu_development@stantonchase.com).** ASU/ASU Foundation will not be responding to individual inquiries; no calls or contact through third-party agencies, please. This role operates in a hybrid work environment and will require residence in, or relocation to, the greater Phoenix area. Due to the anticipated volume of applications, Stanton Chase will contact only candidates whose qualifications closely match the requirements of the role.*

*The compensation range of this role is \$130,000 - \$145,000, plus bonus and relocation.*