



# USC Alumni

## CHIEF EXECUTIVE OFFICER POSITION DESCRIPTION

The successful candidate for the Chief Executive Officer of the University of South Carolina Alumni Association will be a visionary leader and will bring proven business acumen to the position. The next CEO will be an excellent manager of people, have a high energy level, and a sense of urgency to get things done. The Board seeks a politically astute, effective communicator who can earn trust and build rapport with the University and all of the Association's constituents. The primary goals of the Association are to expand scholarship opportunities for students, enhance our professional development and mentorship programs and increase engagement opportunities with Gamecocks around the globe supported by expansion of the Association membership and growth in other philanthropic programs and business lines.

The successful candidate will be expected to lead the charge in achieving these goals. In particular, the new CEO's initial primary responsibilities will be to focus on membership expansion, engagement, and fund raising. The Association's staff has been charged with a ground-up review of the Association's membership program in order to determine the optimal membership structure and the Association's approach to membership and engagement. The CEO will be expected to lead the Association's efforts to expand its membership and the engagement with alumni. Relatedly, the CEO will be expected to focus on the Association's fundraising efforts in conjunction with the University's advancement team as described below.

The Association primarily engages the 280,000+ living alumni of the Columbia campus but also works to support the entire USC System in the engagement of its collective 340,000+ living alumni.

### **THE POSITION:**

The successful candidate will be the Chief Executive Officer of the Association and will be charged with the management of the Association and its various programs. The Association is managed by an independent Board of Governors, and the successful candidate will report to and be managed by this independent Board while working closely with the University. In

addition, the successful candidate will be a senior member of the University Advancement team and will be expected to advise and actively participate in the organization. The successful candidate will be expected to work collaboratively with the University's Vice President for Development; Vice President for Communications; Vice President for Student Affairs and Academic Support; Executive Vice President for Administration; Executive Vice President for Academic Affairs and Provost; Vice President for Diversity, Equity and Inclusion; the Director of Athletics; the Secretary to the University Board; and senior colleagues in the areas of communications, development, alumni relations, corporate engagement, government and community relations, and special events in order to create a consistent communications strategy with both internal and external constituencies.

Headquartered in the recently built and beautiful Pastides Alumni Center, the Association's CEO oversees a staff of more than 15 and an annual budget of \$4.5 million. In addition to serving as the headquarters for the Association, the Pastides Alumni Center is home to a thriving hospitality business, serving clients from the University and throughout the Midlands for galas, dinners, conferences and more.

The CEO will work in close coordination with the administration of the University and all its constituents to further the best interests of the institution and serve the Alumni Association, students, faculty, staff, and friends of the University of South Carolina.

**SPECIFIC RESPONSIBILITIES AND DUTIES:**

- In coordination with the Board of Governors, develops and directs the operation of an effective effort to enhance alumni and student programming through membership growth and increase the involvement of alumni in the activities of the Association and University in order to promote strong support for service and advancement, as well as pride, in the University and the Association.
- Ensures that all meetings of the Board are held in a timely fashion and are planned and carried out in an appropriate manner, and serves as a member of the Board as well as a member of its Executive Committee and Nomination Committee.
- Works closely with the Board and Executive Committee in planning and policy-making decisions.
- Hires and supervises senior level staff and Executive Assistant.

- Maintains an ongoing dialogue with alumni in written and verbal form to articulate the University's and Association's position on various topics, including shared editorial responsibility for the alumni magazine, Carolinian.
- Supports the University's mission and goals by carrying out the Association's mission to foster a spirit of loyalty and commitment among University alumni and friends.
- In collaboration with the University, oversees the provision of alumni relations services to the University in accordance with the Association's Service Agreement with the University effective July 1, 2022 (as it may be amended or replaced from time to time).
- Directs activities that generate revenue to enhance alumni programming.
- Establishes and maintains meaningful relationships with alumni to advance the University's mission and vision through ongoing cultivation and strategic stewardship.
- Plans, implements, and promotes alumni programs that support the University's strategic plan.

While applications and nominations will be accepted until a new CEO is named, interested parties are encouraged to submit their materials to our consultant at the address below by **April 15, 2023** to assure optimal consideration. Application materials should include a current resume and brief letter of interest highlighting why you feel this position is a good fit for your skills and experience. Please send your materials to:

**USC Alumni Association CEO Search**  
**R. William Funk & Associates**  
**2911 Turtle Creek Boulevard, Suite 300**  
**Dallas, Texas 75219**  
Email: [krisha.creal@rwilliamfunk.com](mailto:krisha.creal@rwilliamfunk.com)  
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