

NC STATE

**Job Prospectus for the
Executive Director of Advancement Information and Technology**

NC State University
Raleigh, NC

The Opportunity

The future of fundraising is high tech and big data, and North Carolina State University (NC State) is looking for the right leader to navigate its advancement activities in this direction. The ideal candidate will have a combination of technical experience and expertise in CRM management along with sophisticated relationship skills to work with the department's partners as they move into this new realm.

The incoming Executive Director of Advancement Information and Technology will have a powerful group of supporters, including Vice Chancellor Brian Sisco and senior leadership at the university. In addition, NC State has in place a highly performing fundraising team. The new Executive Director will also have an experienced team of talented programmers and report writers to partner with for success.

If you have the technical expertise and team management experience to take on this leadership role, have been a contributor to a CRM implementation project, think and work strategically and proactively about how technology can enhance fundraising, and are well networked in the advancement services community, please consider applying for this opportunity.

About NC State

North Carolina State University was founded in 1887 with the purpose of creating economic, societal and intellectual prosperity for the people of North Carolina. Today NC State is the largest university in North Carolina, with more than 40,500 high-performing students, over 10,000 preeminent faculty and staff and over 310,000 alumni. NC State is a research-extensive university known for its leadership in science, technology, engineering and mathematics. We're also at the forefront of teaching and research in agriculture, business, design, education, humanities and social sciences, natural resources, textiles and veterinary medicine. NC State is consistently named as one of the best values in higher education, and many of our programs are ranked at the top of their respective disciplines. We take a great deal of pride in our collaborative, supportive and collegial team culture. All staff are provided opportunities for training and professional development, with an eye to personalized career growth.



For more information, please visit the [University home page](#).

University Advancement Overview

The Advancement Team at NC State is a dynamic and entrepreneurial group of development professionals. The Division of [University Advancement at NC State](#) is dedicated to helping NC State achieve its full potential, transforming lives in North Carolina and solving the grand challenges of a complicated world.



University Advancement (UA) secures support for NC State University by raising funds from private sources, engaging current and future alumni, building a culture of philanthropy, and enhancing the university's reputation through integrated marketing and communications. Led by Vice Chancellor [Brian Sischo](#), UA fulfills its mission through the operations of four main units: University Development, which seeks and obtains philanthropic support; Alumni Engagement and Annual Giving, which fosters and maintains mutually rewarding relationships with the university's alumni; University Communications and Marketing, NC State's dedicated communications agency; and Advancement Services, which provides information management and other key support functions to all University Advancement units.

[Advancement Services](#) plays a vital role in advancing NC State University's fundraising and engagement efforts through accurate data, innovative technology and exceptional service. The department delivers the systems, tools and insights that help the university build stronger relationships with alumni, donors and friends, ensuring every gift is managed with integrity and care.

Comprising the offices of Advancement Information and Technology, Gifts and Records Management, and Donor Services, the Advancement Services oversees application development, reporting and analytics, gift acceptance and processing, donor records management, gift agreements, endowment reports and naming opportunities. It also manages the university's advancement systems and data, including Kindsight Ascend on Salesforce CRM. Advancement Services works closely with Alumni Engagement and Annual Giving, University Development, University Communications and the college and unit advancement offices to provide reliable information and forward-looking solutions that strengthen philanthropy and engagement across the university.

Advancement Services also leads data and systems governance for University Advancement, promoting the ethical, consistent and secure use of information in all fundraising and engagement activities. By combining operational excellence with a culture of collaboration and innovation, Advancement Services helps NC State make data-informed decisions that drive meaningful and lasting impact.

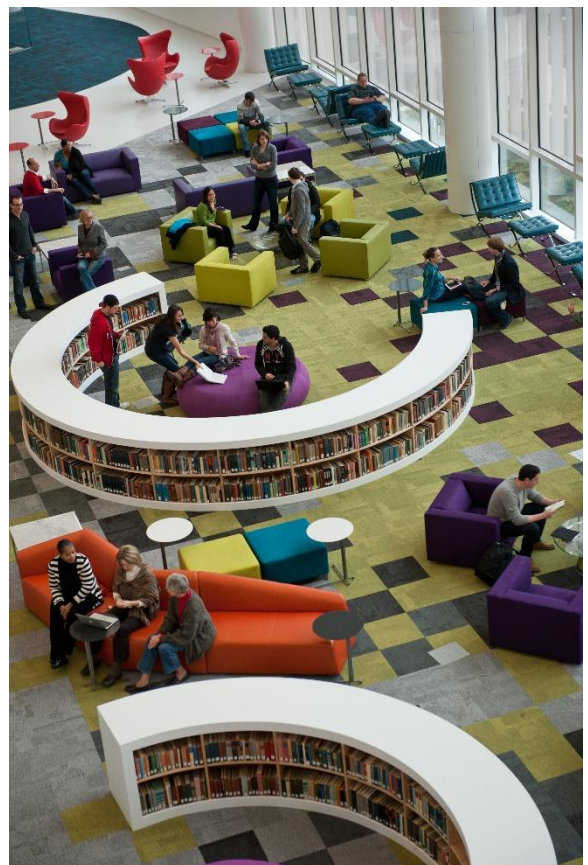
The Role

NC State is seeking a visionary and strategic leader to serve as the Executive Director of Advancement Information and Technology (AIT). This individual will be responsible for stabilizing and optimizing the technological foundation of University Advancement, ensuring the continued effectiveness, security, and efficiency of a robust technology ecosystem that powers fundraising, alumni engagement, and communications at NC State.

In February 2025, University Advancement (UA) successfully launched a transformational CRM implementation—Kindsight Ascend on Salesforce CRM. This implementation marks the beginning of an exciting new phase aimed at stabilization, enhancement, and innovation within our advancement technology ecosystem. As NC State prepares for a future capital campaign, this role will play a pivotal part in ensuring that the advancement technology infrastructure, data strategy, and business processes are optimized to support ambitious fundraising and engagement goals.

The Executive Director of AIT reports to the Associate Vice Chancellor for Advancement Services and is the senior leader responsible for overseeing advancement application systems, analytics and data services, project management, and training. Leading an AIT team of 15 professionals, this role requires deep expertise in managing complex technological systems and an exceptional ability to effectively engage and communicate with functional users.

As a senior member of the Advancement Services Leadership Team, the Executive Director will work closely with University Advancement leadership, Chief Development Officers, OIT, Finance, and other university partners to align advancement technology strategies with NC State's broader institutional goals. This individual will oversee enterprise-level systems management, data governance, analytics, security, and process optimization, ensuring that NC State remains a national leader in Advancement Services and a benchmark for technological excellence in higher education fundraising.



Major Duties and Responsibilities

- Serve as a key member of the Advancement Services Leadership Team, providing strategic leadership aligned with Advancement Services and University Advancement's missions and objectives.

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- Collaborate closely with the Associate Vice Chancellor to establish, implement, and maintain comprehensive strategic, tactical, and capital advancement technology plans, including resource allocation, budget management, staffing infrastructure, and related processes.
- Support the Associate Vice Chancellor in developing and articulating a clear vision for Advancement Services at NC State, regularly communicating it to stakeholders.
- Lead the evaluation, selection, implementation, and lifecycle management of systems supporting fundraising, constituent engagement, and advancement operations.
- Conduct ongoing research and evaluation of industry trends and emerging technologies, including developments within the Salesforce ecosystem, artificial intelligence (AI), machine learning, data analytics, cloud computing, cybersecurity, and automation tools, to support business requirements and enhance advancement technology systems.
- Oversee analytics and data strategy, encompassing data visualization, reporting, predictive modeling, artificial intelligence, and institutional surveys.
- Define, implement, and enforce policies, procedures, and guidelines consistent with Advancement and NC State's Data Governance framework, ensuring efficient, secure, and compliant use of advancement constituent data.
- Chair the University Advancement Data and Technology Governance Committee (UADTGOV) and represent University Advancement on university-wide governance committees.
- Engage, communicate, and negotiate effectively with campus partners regarding advancement technology, information, and process initiatives.
- Foster collaboration with central university departments such as OIT and Finance, ensuring cohesive integration and alignment with university-wide objectives.
- Maintain strategic vendor and business partner relationships, actively managing contracts to ensure cost-effectiveness and alignment with business needs.
- Actively participate in the broader Advancement Services community through networking and engagement in industry associations, conferences, and professional groups to stay informed of best practices and trends.
- Oversee an AIT team of 15 members, including four direct reports: Director of Application Services, Director of Analytics & Data Services, Associate Director of Advancement Learning, and Project Manager.
- Provide strategic oversight, coaching, and mentorship to leadership within Application Services, Analytics & Data Services, Advancement Learning, and Project Management units.
- Supervise the recruitment, retention, organizational structuring, strategic oversight, coaching, and mentorship of Advancement Information Technology (AIT) staff.
- Ensure effective project management across Advancement Services projects, utilizing industry best practices and standards.
- Promote and encourage a culture of continuous learning and training, emphasizing thorough documentation and well-defined processes.

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- Provide leadership support for initiatives such as campaigns, Day of Giving, and other high-volume, high-impact activities, significantly enhancing NC State's culture of philanthropy and constituent engagement.
- Ensure NC State's recognition as a national leader in Advancement Services, positioning the institution as a benchmark for excellence within the higher education advancement community.

Requirements

Master's Degree in Information Science, Computer Science, Software Engineering, or other relevant field or equivalent combination of training and experience. Five (5) years of IT experience with progressive responsibilities and demonstration of leadership.

Candidates should possess the following skills:

- Demonstrated experience managing complex technology systems, such as Salesforce CRM.
- Proven ability to lead, mentor, and manage technical teams, including recruiting, coaching, and performance management.
- Extensive experience with data governance, analytics strategy, data security, and compliance frameworks.
- Strong understanding of fundraising and alumni engagement within a university advancement or comparable setting.
- Exceptional project management and organizational skills, including experience overseeing large-scale technology projects utilizing industry best practices.
- Excellent interpersonal, written, and verbal communication skills, with the ability to effectively engage diverse stakeholders including senior leadership, technical teams, and end-users.
- Proven ability to develop and manage budgets, contracts, and vendor relationships strategically and efficiently.
- Proven ability to lead and manage change within large, complex organizations.

Preference will be given to those who possess the following:

- Experience leading and optimizing a Salesforce ecosystem within an advancement environment, particularly utilizing Kindsight Ascend or Affiniquist Advancement CRM.
- Professional certifications related to project management (e.g., PMP), Salesforce Administration (e.g., Salesforce Certified Administrator, Salesforce Advanced Administrator), or Salesforce Developer (e.g., Salesforce Platform Developer I, Salesforce Platform Developer II)
- Experience managing and stabilizing a newly implemented CRM system.
- Experience developing reports in Salesforce Lightning, Tableau, and CRM Analytics reporting tools.
- Ability to code in modern programming languages (e.g., Apex, Lightning Web Components (LWC), JavaScript, or SQL) or effectively understand and critique the programming work of team members, vendors, or contractors.

Leadership

Jeff Baynham

Associate Vice Chancellor of Advancement Services

Jeff Baynham brings over two decades of experience in higher education advancement and currently serves as the Associate Vice Chancellor for Advancement Services at North Carolina State University. In this role, he leads a dynamic team of professionals across three core areas: Gifts and Records Management, Donor Services, and Information and Technology.



Jeff has played a central role in advancing NC State's fundraising operations, including support for the \$2.1 billion Think and Do the Extraordinary campaign, which concluded in 2021. Most recently, he oversaw the university's February 2025 CRM transition to Kindsight Ascend on Salesforce, modernizing its technology ecosystem to improve data management, strengthen engagement and fundraising efforts, and enable more data-driven decision-making.

A frequent presenter and active member of CASE and AASP, Jeff currently serves on the AASP Finance Committee and is on faculty for CASE Academy 2025. He previously served as faculty for the CASE Summer Institute in Advancement Services in 2021 and has contributed to product advisory committees for Kindsight, Ellucian, and Anthology.

Before joining NC State, Jeff was Assistant Vice President for Advancement Services at his alma mater, Western Kentucky University (WKU), where he led Gift and Bio Records, Prospect Development, and Donor Relations. He began his advancement career in leadership annual giving and alumni relations at WKU, following an earlier career in personal banking. Jeff holds a finance degree from WKU's Gordon Ford College of Business.

About Raleigh and North Carolina

NC State University anchors the Research Triangle region, home of many of the country's leading Fortune 500 technology, research and pharmaceutical companies, as well as other fine universities, with whom we share uniquely collaborative relationships. National rankings consistently rate Raleigh and its surrounding region among the five best places in the country to live and work, with a highly educated workforce, moderate weather, reasonable cost of living and a welcoming environment. Raleigh is situated in a lovely part of the state, with the Atlantic Ocean two hours to the east, and the Blue Ridge Mountains three hours to the west. North Carolina's rapid growth makes the state a top spot for young professionals and families. Raleigh reflects statewide growth as a city on the rise:

- No. 3 among the best places to live in the U.S. (U.S News & World Report, 2023-2024)
- No. 2 among the best-performing large cities in the U.S. (Milken Institute, 2024)
- One of America's top 10 recession-resistant cities (Smartasset, 2020)
- Among the top 10 "Best Cities to Move to Right Now" (Curbed, 2020)

With Durham and Chapel Hill, the capital city anchors the Research Triangle, a national hotspot for high-tech enterprise. The region's top companies—including IBM, Cisco Systems, SAS Institute, Biogen, and GlaxoSmithKline—rank among the country's best employers. NC State also maintains strong agricultural partnerships with Bayer, BASF, and Syngenta, companies that lead the way in hiring new NC State graduates.



Nominations and Expressions of Interest

We welcome nominations and expressions of interest for this compelling role.

To learn more, contact:

Search Lead: Allison Williams, Associate Director of Administration at adupchur@ncsu.edu

To apply:

The nomination committee invites applications to be submitted online at jobs.ncsu.edu (position # 00101502). Applications should include a cover letter, resume, and contact information for three professional references.



NC State University is an equal opportunity employer. All qualified applicants will receive equal opportunities for employment without regard to age, color, disability, gender identity, genetic information, national origin, race, religion, sex (including pregnancy), sexual orientation and veteran status. The University encourages all qualified applicants, including protected veterans and individuals with disabilities, to apply. Individuals with disabilities requiring disability-related accommodations in the application and interview process are welcome to contact 919-513-0574 to speak with a representative of the Office of Equal Opportunity.