

## **POSITION DESCRIPTION**

### **SCHOOL LOCATION**

### **ADVANCEMENT DIRECTOR**

#### **THE POSITION**

The full time Advancement Director reports to the principal and is responsible for the overall planning, management, coordination, and evaluation of the enrollment management, development, communications and constituent/public relations programs of the school – activities that create a supportive climate for enrollment and fundraising. This is all in an effort to provide sufficient resources to insure the School can achieve its mission.

#### **SPECIFIC RESPONSIBILITIES**

##### **Governance and Strategic Planning**

- Promote understanding, acceptance and support of the vision and mission statements, and objectives of the school
- Set priorities to meet annual goals
- Work closely with the advancement committee of the board to set and achieve goals and objectives

##### **Enrollment Management**

- Responsible for the planning, management and implementation of the marketing, recruitment and retention of students. This includes but is not limited to open houses, campus visits and tours, re-registration, brochure creation, etc.
- Working closely with key volunteers, coordinate the external and internal marketing efforts and initiatives that attract and retain students in sufficient numbers to support the programs of the school.
- Plan, collect data, make projections and report enrollment management data.

##### **Development**

- Responsible for the planning, management, and implementation of all fundraising and friend raising initiatives.
- Plan, manage, and implement annual giving, major gifts, and events. This includes, but is not limited to: prospect identification and research, cultivation, solicitation, gift processing, acknowledgments and stewardship.
- Educate and engage key volunteers (i.e. Parents Association) in implementing mission based fundraising.
- Works to create and support a culture of philanthropy within the school.

## **Communications**

- Responsible for setting and maintaining professional writing and design standards for school communications. This includes, but is not limited to:
  - Print publications including school newsletter/magazine, marketing materials, giving program brochures, and direct mail pieces
  - Electronic communications including website and email
  - Media relations including advertising and press releases in local newspapers, local media coverage of school events.

## **Constituent Relations**

- Identify, recruit, and engage volunteers including: prospects, parents, alumni, grandparents, clergy students, faculty and administrative staff, etc.
- Volunteer planning and management
- Work closely with the school board, staff and volunteers to assist them in their activities

## **Operations**

- Database planning: data acquisition and management
- Database management: oversee the management of databases as it relates to enrollment management and development, especially the updating and maintaining of the alumni database
- General office processes and procedures

## **QUALIFICATIONS**

- Experience in enrollment management, development, sales, marketing, communication, and/or volunteer management.
- Ability to appreciate and communicate a passion for Catholic elementary education
- Demonstrated leadership and effectiveness in developing and accomplishing organizational goals
- Ability to build a team, effectively recruiting and managing volunteers
- Superior communication skills, ability to conceptualize and execute strategic plans, the ability to interact confidently and effectively with school staff, students, donors, trustees, school administration, the media and alumni
- Working knowledge of Microsoft Office (Word, PowerPoint, Excel) and the Internet
- Experience in a parochial or not-for-profit environment preferred.
- Bachelor's degree in related field strongly preferred