



Advancement Director Job Description

Summary Statement:

The advancement director is part of the administrative team of GSCM and works with the head of school, administrative assistant, and facility manager in advancing the mission and operation of GSCM.

The advancement director's main responsibilities center around fundraising events/opportunities, community engagement, finances, and alumni relations. The advancement director investigates development and marketing opportunities suitable for GSCM by researching feasibility as well as planning and implementing strategies to achieve objectives established by the board of trustees.

Authority/Relationship:

The advancement director reports to and is supervised by the head of school. The advancement director plans, directs, coordinates and evaluates fund development and public relations at The Good Shepherd Catholic Montessori (GSCM) and works directly with the GSCM Board of Trustees (board), faculty/staff, PTO, and parent volunteers to implement the development and marketing plans of the school.

Qualifications/Requirements:

1. Commitment to philosophy and mission of GSCM, including the teachings of the Catholic Church
2. Personal values consistent with Catholic values
3. Bachelor's degree in development, business administration, marketing, finance, communication or related field.
4. Experience in development-related positions such as grant writing, special-event coordination, annual funds, capital campaigns, staff and volunteer supervision
5. Understanding of the workings of a nonprofit organization in relation to development and marketing
6. Excellent leadership, analytical, organizational, verbal, written, interpersonal skills
7. Positive attitude, strong self-motivation and ability to work independently
8. Excellent computer skills including: Google Docs, Microsoft Word, Excel, PowerPoint and Publisher; familiarity with database entry and reports

Duties and Responsibilities:

Donor Cultivation

- Identify prospective individual and corporate donors and develop strategies to cultivate those relationships.
- Manage ongoing donor research, cultivation and major gift solicitations through a variety of strategies
- Supervise administration of donor database including constituent entry, gift entry, database maintenance, pledge reminders and thank you letters
- Ensure timely and accurate reports deliveries to funders and donors
- Identify, cultivate and solicit major gift donors and annual fund gifts of \$1,000+

Community Relations/Advancement

- Develop and implement a process to maintain contact with alumni
- Oversee the annual production of *The Shepherd's Voice* magazine
- Oversee annual Christmas card design, production and mailing to database members
- Collaborate with principal, faculty/staff, PTO, and other volunteers in managing and implementing annual fundraisers.
- Work with GSCM administrative team to continually assess enrollment needs
- Initiate creative strategies to maintain and build enrollment at the school

Marketing

- Oversee the planning, organization, implementation, and evaluation of all aspects of the annual Open House events. Tasks may be delegated. This requires managing a team of volunteers to handle pre-event publicity, event set-up, and event hospitality
- Oversee the composition, printing and distribution of printed materials for the school, including school brochures, information packets, advertisements, direct mail materials and other print materials
- Work with the head of school and on design of printed materials to maintain consistency of “look” of GSCM as a brand
- Develop an on-site team to advance publicity regarding GSCM to external media sources, including press releases, Community Press publications, etc. Coordinate with the head of school as to editorial control of all media releases.
- Submit information to local media for publication
- Coordinate and submit advertising and articles with local publications and develop any potential appropriate new public relationships to increase awareness of school (i.e., billboards, other mediums)
- Track success of print/radio ads, sponsorship programs

Social Media

- Continually monitor, update, and develop the school website
- Conduct an annual website review
- Serve as liaison with website host provider. Handle problem-solving and website malfunction issues.
- Continually monitor, update and post current and relevant school information and photographs to appropriate social media sites such as Facebook, Instagram, etc. to increase public awareness of school

- Develop opportunities for the school to utilize social media for marketing and increased awareness of the school

Finances

- Maintain budget and general ledger.
- Prepare monthly and annual financial reports.
- Interface with parents concerning financial concerns and questions.
- Work with staff to manage classroom budgets.
- Manage and document all budget accounts
- Provide all necessary documentation to the accountant for tax filing purposes.
- Work with the Board Treasurer to update the financial system, as required.
- Financial and recordkeeping duties as requested by the Board of Trustees and the head of school.
- Manage the financial aid process, including all documentation required by FACTS.

Major Fundraising Events

- Develop and oversee the school's annual fundraising program including the following major events.
 - Annual Fund (September kick-off)
 - Walkathon (October)
 - Spring Event (March or May)
 - Collaborate with the head of school, PTO, and parent volunteers to develop themes, schedules, promotion, and implementation of these events.
- Secure annual sponsorships from area businesses
- When applicable work with the board, principal, and administrative team to execute and implement capital campaigns.

Other Duties

- Communicate with the board of trustees by working directly with the treasurer and development liaison of the board
- Actively take part in appropriate school events
- Network with other schools and nonprofit agencies to promote the school's mission and vision
- Maintain development database of donors

Goal Setting, Communication and Evaluation:

The advancement director will meet with the administrative team yearly to set goals and directions for the year. A monthly report will be submitted to the board of trustees outlining profit/loss statements, fundraising status, marketing efforts, and other pertinent information.

The advancement director will meet with the principal yearly to assess and evaluate the development and marketing program and execution of the above duties. The advancement director will meet with the board treasurer regularly to set financial goals and give updates on the finances of the school.

Compensation/Salary:

The advancement director is a full-time position at GSCM. Hours include time on and off campus throughout the school year. As part of the administrative team, the advancement director works during the school year (7:45-3:30) and some summer hours.

Competitive salary based on education and experience. Benefits are available including health/dental/vision, retirement (403b), and tuition discount.