



POSITION DESCRIPTION: DIRECTOR OF ADVANCEMENT ST. MARY MAGDALEN CATHOLIC SCHOOL

THE POSITION

The full-time Advancement Director reports to the Principal and is responsible for the overall planning, management, coordination, and evaluation of enrollment, 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 ensure the school can achieve its mission.

SPECIFIC RESPONSIBILITIES

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, tours, re-registration, literature creation, social media posts, etc. This includes working directly with the Administrative Staff, including the Parish/School Business Manager.
- Working closely with key volunteers, coordinating 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 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. School Board, Home & School and Athletics) in implementing mission-based fundraising.
- Works to create and support a culture of philanthropy within the school.

Governance and Strategic Planning

- Promote understanding, acceptance, and support of the mission statement 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

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, annual report, marketing materials, brochures, and direct mail pieces
 - Electronic communications including website and email
 - Frequent Interactive Social Media posts: Facebook, Instagram, etc.
 - Media relations including advertising and press releases in local newspapers, and local media coverage of school events.

Constituent Relations

- Identify, recruit, and engage volunteers including: parents, alumni, grandparents, students, faculty, and staff
- Volunteer planning and management
- Work closely with the school board, staff, and volunteers to assist them in their activities
- Work to build an alumni network
- Seek third-party recognitions, grants, special funding, etc.

Operations

- Database planning: data acquisition and management
- Database management as it relates to enrollment and development, including the updating and maintaining of the alumni database
- General office processes and procedures
- Other duties as assigned by the Principal

Qualifications

- Must have experience in enrollment, development, sales, marketing, communication.
- Ability to appreciate and communicate a passion for Catholic elementary education
- Demonstrates effectiveness in developing and accomplishing organizational goals
- Superior communication skills, ability to conceptualize and execute strategic plans, the ability to interact confidently and effectively with prospective parents, school staff, students, donors, trustees, school administration, the media, and alumni
- Working knowledge of Microsoft Office, Google Apps, and Canva
- Experience in a parochial or not-for-profit environment is preferred
- A minimum of a Bachelor's degree in a related field such as education, communications, or business
- A minimum of three years experience in a related field of education, communications, or business position.

HOW TO APPLY

Send a resume, cover letter, and list of three references to:

kjacono@smmschoolde.com

Interim Principal
St. Mary Magdalen School