

# Director of Advancement

## Central MN Christian School

### RESPONSIBILITY

The Director of Advancement is a key leadership position of the school. The primary responsibility of the director of advancement is to design comprehensive development programs related to the annual fund campaign, special program fundraising, fundraising events/programs, volunteer services, enrollment, and public relations. In addition to developing the programs, the Director of Advancement designs and implements annual comprehensive, results-oriented plans for each area to meet the school's budgetary programming and goals to further the school's mission. The director of advancement will collaborate with the following individuals and groups in the development of the programs and plans: Superintendent, Thrift Store Director, Advancement Committee (board committee), CMCS Foundation Board of Trustees, and Steering Committees for project-based development. The Director of Advancement will serve as part of the school's Leadership Team.

### KEY AREAS OF RESPONSIBILITY

#### **Contribution Development (including annual fund, fundraising events and programs)**

- Implement effective operational strategies to reach revenue goals.
- Identify, research, and prioritize pools of prospective and active donors.
- Develop appropriate cultivation and relational strategies tailored specifically to each donor group.
- Effectively communicate development opportunities and integrate messaging in publications (newsletters, social media, direct mail, etc.).
- Assign donor contacts asks to appropriate school leaders and supervise such contacts.
- Oversee the management of constituent databases to ensure effective uses among communication platforms.
- Maintain regular, consistent and transparent progress reports to key stakeholders (board, churches, community, donors).
- Manage the tools and software related to the functions.
- Manage the processes related to receiving, acknowledging, and tracking all donor contributions, pledges, payments and in-kind donations.
- Thank you and appreciation gifts / notes

#### **Volunteer Services**

- Maintain a running menu of volunteer needs and positions.
- Implement effective operational strategies to achieve volunteer service goals. o Effectively communicate the need and impact of volunteer services.
- Periodically evaluate the vitality of the volunteer culture for appropriate use of gifts, volunteer experience, and availability of volunteers.
  - Annually, provide recognition of volunteers with encouragement and gratitude.

#### **Enrollment**

- Set a 3-year rolling enrollment goal.
- Implement effective operational strategies to achieve annual enrollment goals. o Identify, research and prioritize pools of prospective new families.
- Develop appropriate cultivation and relational strategies tailored specifically to each donor group.
- Serve as key contact for inquiring families and families entering the enrollment process.
- Maintain regular, consistent and transparent progress reports to key stakeholders (board, faculty and staff).
- Manage the tools and software related to the functions.

#### **Events**

- Hosting and Co-hosting Annual Events such as Freedom Fun Day (Independence Day) Celebration, Harvest Festival, Legacy Banquet, School Open House

- Assist team with New Family Open House and Orientation, Teacher In-services, Convocation, Veterans Day Assembly, Alumni Day, 4K Open House, Grandparent's Day, Parent Senior Banquet, and Graduation

#### **Public Relations**

- Annually determine acceptable mediums of and publication for communications and qualify each type of communication to each medium and/or publication (student, family, community).
- Supervise the content and editing of all formal communications.
- Serve grammarian and proofing functions.

#### **Marketing**

- Maintain a consistent branding of the school mascot and name for all school apparel, athletic uniforms, publications, Facebook, Instagram, and website
- Continue to keep the school website up to date (last updated fall of 2023)

#### **Community Leader**

- Serve as the Leadership Team liaison to the Development Committee and Event Steering Committees.
- Promote the vision of Christian education before the community.

## **HOURS/BENEFITS**

#### **Consults with:**

Superintendent (Direct Report)  
Principal  
Director of Finance  
Dean of Students  
Faculty and Staff

#### **Terms of Employment:**

12-month contract beginning on July 1  
20 days of PTO  
Health Insurance/HSA  
STD/LTD/Life  
Annual leadership training

#### **Exempt/Non-Exempt:**

- Exempt