



## **South Shore Christian School**

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Principal: Ms. Sheila Murray

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## **JOB DESCRIPTION – DIRECTOR OF ADVANCEMENT**

Part Time Position – 20 hrs/week - Monday-Friday (9am – 1pm)

### **Director of Advancement**

The Director of Advancement will report to the Head of School, the principal. The Director of Advancement is responsible for providing innovative and strategic leadership for institutional advancement. By definition, institutional advancement (embracing alumni relations, fund raising, public relations, internal and external communications, and. government relations) refers to a total program to foster understanding and support for SSCS. The Director of Advancement is responsible for managing and planning efforts in marketing and communications, development and some oversight in admissions.

The Director of Advancement articulates all campaign strategies, participates in the identification, cultivation and solicitation of prospects; oversees all advancement activities and acts as liaison for the School and the community.

The Director of Advancement will be responsible for building an Advancement team consisting of current and necessary staff/volunteer additions.

### **Responsibilities**

#### **Development**

- Building a comprehensive fundraising program
- Partnering with staff, Board members and other volunteers to achieve fundraising goals
- Stewarding major donors and managing a portfolio of leadership gifts prospects, providing strategies for leadership prospects, and ensuring that timely steps are taken toward solicitation
- Continuing to grow the School's Annual Fund efforts to increase parent participation through improved communication and education
- Working with the Board of Directors to establish event- and campaign based fundraising strategies, policies and plans
- Strategizing community sources of funding through grants and corporations, both locally and nationally

- Managing, with the appropriate staff members, the efforts of the Parents Association

### **Marketing and Communications**

- Evaluating and developing marketing strategies, improvements and plan/implement social media and other marketing campaigns.
- Communicating with all staff, parents, students, and other groups
- Overseeing alumni and parent communications and providing vehicles for more effective Board and staff communication
- Developing a plan for alumni and parent relations which is systematic in its approach, addressing those who are positively disposed and looking for mechanisms to stay involved with the school

### **Admissions**

- Develop a plan to increase mission-appropriate applicants through recruitment, advertising, and visibility

### **Qualifications**

- A profound bible believing, Christ following Christian.
- A deep respect for, and ability to articulate, the mission and core values of South Shore Christian School and commitment to academic excellence in an independent school education, along with the Board of Directors' vision on the strategic direction of the institution
- Experience in development and in independent school advancement models, formulating and executing successful ongoing fundraising plans, along with experience with larger capital campaigns
- Proven ability to cultivate, solicit, and steward leadership gifts at the five and six-figure level
- Strong management and leadership skills, both strategic and operational, and a demonstrated ability to build, manage, mentor and motivate an effective team
- Collaborative skills to work effectively with the Head of School, Board of Directors, faculty, staff and volunteers along with the ability to maintain confidentiality and to exhibit good judgment in making decisions
- Excellent written and oral communications, computer and research proficiency
- Strong recommendations from a Head of School, Board member, and a managed employee
- A consummate team player

### **Compensation/Benefits**

South Shore Christian School offers a rich, nurturing environment, competitive salary and benefits, and a chance to make a difference in this important position.