

POSITION DESCRIPTION: DIRECTOR OF ADVANCEMENT

Covenant Christian School

THE POSITION

The full-time Advancement Director reports to the Head of School 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 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 Assistant for Admissions.
- Working closely with staff and volunteers, coordinating the external and internal marketing efforts and initiatives that attract and retain students in sufficient numbers to support the school's programs.
- Plan, collect data, make projections, and report enrollment management data.

Development

- Responsible for the planning, management, and implementation of all fundraising and donor 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 in implementing mission-based fundraising.
- Works to create and support a culture of giving within the school. (Annual Fund)

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, annual report, marketing materials, giving program brochures, and direct mail pieces
 - Electronic communications including website and email
 - Frequent Interactive Social Media posts: Facebook, Instagram, Twitter, 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: prospects, parents, alumni, grandparents, students, faculty, administrative staff, Covenant Presbyterian, etc.
- Volunteer planning and management
- Building relationships with local churches
- Work closely with the school board, staff, and volunteers to assist them in their activities
- Plan activities for school events to foster community, relationship building
- Work to build an alumni network
- Database management: oversee the management of databases as it relates to enrollment management and development, especially the updating and maintaining of the alumni database
- Seek third-party recognitions, grants, special funding, etc.

QUALIFICATIONS

- Must have experience in enrollment management, development, sales, marketing, communication, and/or volunteer management, preferably in the field of education.
- Ability to appreciate and communicate a passion for classical Christian 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 Google Apps, Wordpress, Hubspot, and other resources
- Experience in a not-for-profit environment is preferred
- A minimum of a Bachelor's degree in a related field

HOW TO APPLY

- Send a resume, cover letter, and list of three references to msabo@ccs-pc.net.