



Position Title:	Director of Advancement
Date Modified:	December 2020
FLSA Classification:	Exempt
Reports to:	Head of School
Work Hours:	7:30 a.m. – 4:00 p.m.
Work Calendar:	Full calendar year (August through July)

Description

Alexandria Country Day School currently seeks a Director of Advancement to join the school's administration team and who will oversee all development initiatives at the school. The Director of Advancement works closely with the Head of School, administration team, as well as with the Board of Trustees via the Development Committee of the Board. Under the direct supervision of the Head of School, the Director of Advancement plans and manages all fundraising activities, strategic development and endowment planning, as well as donor and alumni relations and management, volunteer supervision, and supporting all school growth initiatives such as capital campaigns.

Primary Responsibilities

Administration

- Reports to the Head of School and works with the Board Development Committee
- Leads the work of the Board's Development Committee alongside the Development Committee Chair, setting meeting agendas, running meetings, distributing minutes and action items, and both managing and participating fully in the efforts of the committee
- Manages the budget of the Advancement Office
- Assists in maintaining congruency between the school's board-approved *Mission Statement*, the *Long Range and Strategic Financial Plan*, and all activities of the Advancement Office
- Plans, creates, and maintains social media posts on all platforms with branded, consistent posts that exemplify the mission of Country Day and highlights the achievements of the students and faculty
- Creates and distributes school newsletters and the Annual Report
- Undertake other duties as assigned by the Head of School
- Actively involved in the school's Annual, Major Gifts, Capital, and Planned Giving programs
- Works with the Director of Admissions to develop strategies that promote Country Day and influence constituents to feel and act positively toward the school
- Oversees the alumni and parent relations to ensure the effectiveness of alumni, grandparent, and parent volunteer programs
- Meets, and hopefully exceeds, fundraising goals. Ensures development information is accurate, appealing, and informational
- Keeps the Head of School and the Board of Trustees' Development Committee informed with accurate information about the fundraising activities of the school
- Responsible for upholding all board policies related to fundraising and promotes industry best practices throughout all advancement activities

- Demonstrates a willingness to work as part of a team by being service-oriented, flexible, and reliable when helping co-workers accomplish their jobs/tasks at hand

Fund Development

- Devises and manages a program designed to attract maximum gift support to the school, including Annual Fund solicitation, planned giving programs, corporate and foundation support, and planning for major capital gifts and endowment growth
- Directs and coordinates the school's major and minor fundraisers, including Annual Fund, Monster Dash, and an additional annual major fundraising event, alongside the Development Committee and numerous parent/guardian volunteers
- Maintains comprehensive and accurate records of all asks, pledges, and donations received

Philanthropic Culture and Cultivation

- Communicates regularly with administration, faculty and staff, parents/guardians, and Board of Trustees to keep the culture of giving strong and positive across all constituencies
- Develops a complete program of research into and an action plan of solicitation of the school's key prospects
- Consistently delivers an innovative, creative, and exceptional donor experience
- Cultivates, solicits, and stewards donors, directly soliciting gifts, managing donor information with confidentiality and accuracy, engaging with current supporters to help open doors to prospective givers, and always prioritizing sustaining strong relationships
- Work with the Director of Admission to welcome new families and to educate both prospective and current families on the opportunities available to support the school and on the importance of doing so
- Participates in regular high-level professional development and engages as appropriate with colleagues from other institutions in order to continue to learn and grow and benefit the School
- Positively represents the School and its leadership to the public and at meetings
- Contributes to the overall life and community of the School wherever and whenever appropriate by working with children, families, faculty, administration, and the Board of Trustees

The successful candidate would ideally have the following background:

- Minimum of a BA or BS degree; Master's degree preferred with relevant experience in a non-profit environment.
- Superb communication skills
- Ability to and ease with speaking in public
- Experience with all facets of an Advancement Office, from research to stewardship
- Experience with Adobe Suite
- Familiarity with fundraising databases
- Comfort with working outside of typical workweek hours as needed for special events
- Strong ability to maintain confidentiality
- Ability to communicate clearly and effectively in written and oral expression.
- Ability to think and plan strategically and creatively