



Position Title: Director of Advancement

Reports to: ASB Principal

GENERAL SUMMARY OF ESSENTIAL PURPOSE: The Director of Advancement reports to the principal. He/She assures the advancement activities of the school are planned, executed and recorded professionally, efficiently and accurately; actively assists the Principal in cultivation, solicitation and stewardship of donors; is actively involved in capital campaigns; oversees and manages fundraising initiatives and events, and generates reports measuring activities and progress as needed. The Director of Advancement oversees the Enrollment Manager, the Marketing and Events Manager, and the Advancement Database Coordinator, and works closely with the Advancement Committee, and other key school personnel. The Director of Advancement is proficient in related programs such as Raiser's Edge, Greater Giving, website and publishing programs.

Major Responsibilities (including but not limited to, under Principal direction):

- Advancement
 - Create and oversee comprehensive Advancement Plan each year
 - Plan should outline strategic initiatives needed to support the financial stability of the school
 - Advancement Committee (sub-committee of School Commission)
 - Collaborate with Advancement Chair to plan meeting agendas and content
 - Schedule 3-4 annual meetings
 - Act as conduit for Parent Board Advancement liaison

- Fundraising
 - Plans, executes, and is responsible for the growth and development of the Annual Fund, and all of its related events and functions
 - Oversees annual auction with support of the Marketing and Events Manager
 - Leads and oversees Grand Day with support of the Marketing and Events Manager

- o Leads and oversees spring fundraiser (currently Walk-a-Thon) with support of the Marketing and Events Manager
- o Designs and implements the growth plan for Major Gifts and Endowments
- o Maintains and increases list of potential grant opportunities
- o Writes and submits grants for funding opportunities
- Campaigns - Capital & Endowment
 - o Cultivating, soliciting, and managing of any capital campaigns
 - o Pledge and payment tracking with support of Business Office
 - o Publications and materials
- Marketing
 - o Oversee design, production, & distribution of marketing materials
 - o Oversees the management and updates of the school website
 - o Supervises social media (Facebook, Instagram), posts and content managed by Marketing & Events Manager
 - o Writes and publishes Annual Report
 - o Oversees and creates community communications including weekly Bulldog Bulletin, announcements and messaging
- Events, Communication, Information, and Constituent Relationships
 - o Oversees the Raiser's Edge database
 - o Builds and improves database with support of the Advancement Database Coordinator
 - o Cultivates relationships and solicitation of alumni/alumni families, including planned alumni events with support of the Marketing and Events Manager
 - o Plans parent appreciation event (currently Thanks-a-Latte) with support of the Marketing and Events Manager
 - o Admissions Open Houses: communicating/representing development operations for new and prospective parents with support of the Marketing and Events Manager and Enrollment Manager
 - o Communicates and collaborates with Facilities teams for related facilities needs