

# St. Vincent-St. Mary High School

Job Title: Director of Advancement	Reports to: President
Department: Advancement	Full time Position, twelve-month
Revision Date: June 23, 2023	8 AM to 4:30 PM - nights and weekends occasionally necessary; some travel

## **Position Overview**

**Directly reporting to the President, the Director of Advancement is responsible for leading and managing all advancement programs of St. Vincent-St. Mary High School (STVM) including the annual fund, capital funds, planned giving, alumni activities, public relations, and communications. The advancement program generates the support and philanthropic resources necessary to ensure that STVM fulfills its mission.**

The Director carries out this responsibility by appropriate coordination of the time, talent, and energies of his/her own staff, the President and other administrators, the faculty and staff, the Board of Trustees, current parents, alumni parents, grandparents, alumni, and other volunteers.

The Director is responsible for developing a strategic vision for the department. This vision includes a plan of action for all advancement programs and related activities. Such planning is in part founded upon an annual evaluation of the various advancement programs and related activities for each fiscal year. The Director of Advancement will embrace, exemplify, and promote the school's mission.

**Staff** The Director will carry out his/her responsibilities through and with the following full-time Advancement team:

- 1) Director of Annual Fund and Alumni Relations; 2) Advancement Associate; 3) Advancement Services Manager; and 4) Director of Communications.

## **Specific Responsibilities**

### A. Leadership and Management

1. Oversees and manages the strategic direction and daily operations of the Advancement Office.
2. Plans and executes an ongoing Mission (and Marianist) awareness program to strategically cultivate and foster stronger and closer relationships with all prospects.
3. Conducts donor research to continue to build a database for all prospects, including individuals, organizations, foundations and business partners.
4. Plans for the solicitation of selected prospects on an ongoing basis; enlisting, training and supervising the right solicitor for each prospect.
5. Prepares all cases for support and proposal letters.
6. Creates and oversees ongoing major gift and planned giving activities.
7. Periodically, in concert with the President, works with professional counsel.
8. Serves as the staff support for the Board's Advancement Committee.

### B. Annual Support

1. Plans and implements with the advancement team, all activities relative to raising funds through specific Annual Giving programs: The Fund for STVM; Shamrock Society; Irish Academic Partners, and special events, among other annual giving activities.

2. Coordinates the calendars and program efforts of all organizations related to the school that affect the Annual Fund and other fundraising goals.

C. Major Gifts

1. Directs and leads the planning and execution of all major gift solicitations (all gift solicitations of \$25,000+).
2. In concert with the President and other volunteer solicitors, prioritizes and schedules major gift solicitations. This includes enlisting, training and supervising solicitors.
3. Meets (in person or otherwise) with a minimum of ten major gift prospects/donors per month, to specifically solicit or prepare for a major gift solicitation.
4. With the President, establishes (for each) and maintains an assigned portfolio of major gift prospects to cultivate through the steps of the Moves Management process.

D. Planned Giving

1. Using donor research data, identifies prospects to be approached for planned gifts.
2. Prepares and disseminates planned giving materials, utilizing the *Crescendo* platform.
3. Plans for the solicitation of selected prospects on an ongoing basis by enlisting, training and supervising the preferred solicitor for each prospect.

E. Community Relations

1. Promotes the goals and objectives of the school, enhancing the overall advancement plan of the school and the generation of philanthropic support. (This office has primary, but not sole responsibility, for the school's public relations efforts).
2. Reporting to and collaborating with the President, maintains communication with other school offices and partner organizations and, when needed, collaborates with the Board of Trustees on all public relation efforts.

F. Publications

1. Approves all Advancement Office publications and related materials for external purposes.
2. Reviews all print publications that emanate from the school, in coordination with appropriate staff assistance.

G. Office Duties

1. Supervises and coordinates the Advancement staff and their relationship to overall objectives of the school.
2. Completes evaluations of all Advancement staff, according to established school policies.
3. Supervises advancement staff in maintaining the computer database system, general office files and records; prepares and presents Advancement Office financial reports and statistics.
4. Responsible for acknowledging all gifts to the school as a result of the above activities and programs, and maintains proper donor records.
5. Reviews delinquent pledges; may recommend write-offs and/or final collection letters.
6. Responsible for the preparation and distribution of all advancement mailings and public relations and promotion pieces necessary for the activities and programs outlined above.
7. Submits weekly call log to the President.

H. Other duties – as directed by the President.

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization.