



INCARNATE WORD ACADEMY

A Catholic College Preparatory for Young Women, Est. in 1873

Title: Advancement/Development Associate
Supervisor: Director of Advancement
FLSA: Non-Exempt

The Advancement/Development Associate develops, plans, coordinates and implements the annual giving program at Incarnate Word Academy, working to increase participation and financial support for the IWA Annual Fund. In addition, the position builds relationships with parent and alumnae volunteers to increase their engagement and stewardship of the annual fund process with the Academy and advance the mission of the school.

Hours: 8 a.m. - 5 p.m. Monday to Friday, with occasional evening and weekend work as needed.

Mission and Values

- Models the mission, values and spirituality of the Academy and the Sisters of the Incarnate Word and Blessed Sacrament
- Serves as a positive representative of IWA within the broader community
- Participates fully in the life and activities of the IWA community
- Serves all IWA families with compassion and respect

Essential Duties and Responsibilities

Annual Fund

- Implements short-term and long-term goals, objectives and strategies to establish a productive continuum of donor engagement and commitment to the IWA Annual Fund.
- Coordinates efforts to use direct mail, email and social media to solicit contributions to the Annual Fund.
- Oversees pro-active personal solicitation program for acquiring gifts to the Annual Fund, particularly from parents. Coordinates volunteer work of parent committee soliciting support for the program; develops job descriptions and manages parent volunteer schedules/assignments for solicitations.
- Provides support with maintenance of records in the Raisers' Edge database.
- Tracks Annual Fund gift acquisition and renewals.
- Assists with stewardship activities for prospects and donors.
- Identifies annual fund donors and prospects, with a focus on increasing annual gifts.
- Makes recommendations for movement of donors to higher giving levels.
- With the Advancement Director, establishes fundraising goals and schedules for the Annual Fund and analyzes giving for each target constituency.
- Writes content for email blasts, website, collateral and phone scripts related to the Annual Fund.
- With the Marketing and Communications Coordinator, provides organization and maintenance of Annual Fund campaign materials, as well as coordinates messaging efforts to increase gifts to the Annual Fund among target constituencies.
- Manages timely acknowledgement of donor gifts to the Annual Fund.
- Researches and implements Best Practices regarding Annual Funds.
- Collaborate with Database Coordinator to maintain accurate donor records in database.
- Work with Database Coordinator to implement efficient process to track donor activity.

Alumnae Relations

- Acts as the Academy's liaison with all IWA Alumnae, building effective relationships with alumnae in support of the school's fundraising and engagement efforts.
- With the Advancement Director, creates long-term goals, objectives and strategies to engage Alums and lead them to commit to financial giving to IWA.
- Organize, plan and execute with alums social events, networking opportunities and opportunities to connect with the Academy to build a culture of philanthropy among them.
- With the assistance of others create and plan an Annual Fund Campaign, for alumnae.
- Engage alumnae in class giving to the Academy.
- Coordinates efforts for the Alumnae by using direct mail, email and social media to solicit contributions to the Annual Fund.
- Works with Marketing Department to create and produce all graphics and promotional images for Alumnae communications, print and electronic.
- Produces and sends a monthly newsletter to all Alumnae.
- Records and submits to the Marketing Department Alum updates for The Word magazine and the Alumnae newsletter.

Other duties

- Collaborates on the development and implementation of special events for the Advancement Office.
- Other duties as assigned by the Director of Advancement or President of the Academy.

Qualifications:

- A 4-year degree from a college or university or an equivalent in-depth training program directly related to volunteer management, liberal arts or communications.
- At least 1 to 2 years of related job experience, including annual campaigns.
- History of soliciting and acquiring gifts, preferably in an academic setting.
- Demonstrated ability to write in a professional piece.
- Knowledge of fund development principles.
- Familiarity with databases, preferably Raisers' Edge.
- Excellent interpersonal skills and outstanding verbal and written communication skills.
- A capacity to oversee multiple projects concurrently.
- Strong word processing, desktop publishing and spreadsheet experience.
- History of turning constructive criticism into best practices for future use.

The above statements are intended to describe the general nature of work performed by individuals in this job classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties, or qualifications required of individuals in this job classification. All job classifications may have other duties assigned on an as-needed basis. Management, at the appropriate level, retains the right to assign and change the duties of any position at any time.

To Apply: Send a resume and cover letter by e-mail to hr@incarnateword.org