

The International School of Zug and Luzern (ISZL) is a large non-profit, independent coeducational day school from Early Years 1 to Grade 12. ISZL serves over 1'250 students from 64 different nationalities with 330 staff members serving the international community of Central Switzerland across two campuses located in Gemeinde Baar & Gemeinde Huenenberg. ISZL is currently seeking to hire a

Director of Advancement

Effective immediately or August 2020

Overview

The Director of Advancement provides strategic leadership and management in the areas of Fundraising, Communications and Admissions and ensures that all activities advance the school's mission and vision.

The Director of Advancement works under the supervision of the Director, collaborates with members of ISZL's Board of Trustees Fundraising Committee and serves as a member of the school's Leadership Team.

Candidate Profile

- Extensive experience in fundraising, advancement and communications; a minimum of five years of experience as a Director of Advancement or Director of Development
- Demonstrated success in soliciting major gifts, communications, constituent relations and marketing in an international setting
- Ability to work collaboratively and provide leadership to teams
- Experience managing a capital campaign
- Experience serving as a strategic leader
- Knowledge of how to effectively market and communicate the mission, vision and values of an organisation internally and externally.
- Excellent written and oral communications skills Excellent interpersonal skills
- Excellent organizational skills
- Demonstrated ability to work independently
- Strong database and information technology skills
- Capacity to engage with a diverse community and numerous stakeholder groups
- Experience with Board committee work
- Experience with leading and managing volunteers
- Committed to ongoing professional development.
- Demonstrated ability in managing fundraising and/or communications staff
- Experience in overseeing digital communication technology platforms like online CMS (content management systems), mass mailing software, payment platforms, online reservation systems and live streaming solutions.

Preferred Qualifications for the position

- Prior experience working in a private, independent PK-12 School
- Prior experience in an educational institution
- Experience in an overseas setting
- Experience working in a European environment beneficial
- German knowledge would be a benefit

Responsibilities

Important Note: The following is a draft of the responsibilities associated with the position. To that end, the Director of Institutional Advancement will work closely and collaboratively with all members of the Department during the transition period to collectively further articulate clarity of roles and responsibilities.

The primary areas of responsibility for the Institutional Advancement department include:

Advancement: Organize and direct a comprehensive advancement programme that will further develop the culture of giving for the purpose of sustaining and building on an exemplary educational experience at the International School of Zug and Luzern (ISZL).

- Plan, implement and evaluate a comprehensive advancement programme inclusive of: capital giving, major gifts, planned giving, approaches to trusts, foundations and corporations, and large-scale special event fundraising.
- Serve as the administrative liaison to the Fundraising Committee of ISZL's Board of Trustees.
- Update the Board of Trustees, Leadership Team, Staff, and broader school community on the progress of advancement activities.
- Coordinate the creation and maintenance of records of community prospects for contributions to the school; acknowledge the contributions and coordinate the collection on pledges in cooperation with the Business Office.
- Develop and coordinate the use of records and database systems which maximizes the use of information in successfully conducting advancement activities.
- Perform other advancement functions as assigned by the Director.

Fundraising: Lead a sustainable fundraising programme based on developing long-term relationships with all stakeholders.

- Develop annual and long-term fundraising goals in collaboration with the Director and Board Fundraising Committee members.
- Develop Annual Fund programme, building awareness and a culture of giving among stakeholders.

- Develop and lead a major giving programme that includes identifying, cultivating and stewarding relationships with top prospects; serve as a front-line fundraiser.
- Further develop an alumni relations programme that engages and connects alumni to the school and current students.
- Communicate fundraising plans and goals to all stakeholders.
- Oversee all key fundraising events, including the annual gala.
- Oversee all data and research.
- Further develop donor recognition plan that outlines processes for gift acknowledgement and identifies opportunities to enhance existing donor relationships

Communications: Lead a marketing and communications plan that ensures all messages are consistent and aligned with the school's strategic plan, mission and vision.

- Establish a marketing plan that supports Admissions effectively and communicates news of school life including, academic programmes and extracurricular highlights, alumni/student accomplishments, community events, and the school's strategic planning and fundraising initiatives.
- Manage, develop and evaluate an effective communications plan for our internal community of staff and parents that includes all platforms: publications, social media, websites and newsletters.
- Responsible for public relations. Acts as the be the contact person for all press related enquiries and to advise the school Director on issues relating to the press. Promotes a positive image of the School through securement of appropriate press coverage and manages the relationship with a communications agency specialising in crisis communications.

Community Relations:

- Actively fosters strong relationships with all members of the ISZL community.
- Establishes and maintains a positive working relationship with the Parents' Association.
- Ensures that School staff gains a clear understanding of the role of the Advancement Department and its objectives.

Other Responsibilities:

- Manage a team of advancement staff in Admissions, Alumni Relations, Annual Fund, Communications, Community Relations, Marketing, and Publications to ensure common goals, alignment, and strategic focus.
- Provide financial oversight for the department, including budgeting, planning and resource allocation.
- Other assigned duties as determined by the school's Director.

Updated: December 2019