

Director of Advancement and External Relations Hebron Academy



OVERVIEW

Hebron Academy is a small, co-educational, independent boarding and day school of 260 students in grades six through post-graduate. Founded in 1804, Hebron serves students from 25 countries and 18 states in a rigorous college-preparatory education.

As the Academy enters its next exciting phase of growth, it seeks an inclusive, strategic, and collaborative leader to serve as **Director of Advancement and External Affairs (DOA&EA)**. This position reports directly to the new Head of School (HOS) and offers the

successful candidate an extraordinary opportunity to build and lead the Academy's Advancement operation while benefiting from Hebron's stellar academic and cultural programs.

Located on a beautiful and pristine 1,500 acre campus in mid-central Maine, Hebron is an hour from Portland and Augusta, two and a half hours from Boston, and located on the eastern edge of the White Mountains. Hebron offers employee families a significant tuition remission and, for this position, on-campus housing.

Hebron hired its Head-elect, Patrick Phillips, in January 2022. He will assume the responsibilities of HOS on June 15, 2022. Having a strong academic background, he is the former HOS at Hawaii Preparatory Academy. He and his wife, Ainslie, spent their college years at Middlebury and Yale, respectively, and they and their four children are excited to relocate to New England. Patrick grew up in Minnesota playing ice hockey and is an avid opera fan.

Hebron welcomes and supports individuality, respect for differences, and the value of each person's contribution. The Academy works at instilling intellectual and moral discipline through structure and accountability to high standards. Hebron honors and promotes a unique awareness of tradition, place, and environment.

Ongoing support of the Academy, in the form of gifts to operating, facility and endowment funds, is a proud tradition in the Hebron community. In the 2021 fiscal year (July 1, 2020-June 30, 2021) donors contributed a record breaking \$1.6 million in unrestricted gifts (doubled from the previous year). A capital campaign is on the horizon to update facilities with needed renovations. Hebron has an operating budget of \$18 million, and an endowment of \$30 million.

Hebron is a school with strong traditions and a bright future. The DOA&EA, along with four direct reports, will strengthen the Academy's advancement program, help to further engage key alumni, parents, and friends, address current annual giving goals, and build the major gifts, reunion, and capital campaign programs.

THE OPPORTUNITY

The DOA&EA is the first point of contact for the Academy's fundraising, alumni and parent relations functions and is a key external ambassador for the school. S/he is charged with forming and maintaining strong relationships with a broad constituency, including alumni, parents, grandparents, foundations, corporations, friends, faculty, staff, and students.

This position is responsible for crafting and executing the school's strategic fundraising plan, maintaining the involvement of alumni and parents, and advancing the mission of the school as set by the HOS and Board of Trustees. Further, the DOA&AE will craft a campaign plan that includes renovations to key facilities, increasing the endowment, and continued success and growth in the Annual Fund.

- **Partner with and advise the Head of School** concerning:
 - All matters related to fundraising, alumni relations, and parent relations;
 - Sharing Hebron's story;
 - Developing an advancement engagement plan;
 - Representing the Academy on two committees of the Board of Trustees, the Committee on Advancement and the Committee on Trustees .

- **Lead the Advancement Team** to meet fundraising goals set by the Committee on Advancement, the Head of School, and the Board of Trustees by:
 - Leading a staff of four professionals;
 - Creating collaborative annual plans with associated metrics;
 - Creating and executing capital campaigns;
 - Maintaining a major gift portfolio of 50-100 top prospects;
 - Traveling to meet key prospects, often with the Head of School;
 - Executing major on and off-campus events including Homecoming Weekend, Parent and Family Weekends, and other stewardship and fundraising activities;
 - Managing and stewarding the Advancement Office budget.

- Serve as a key member of the Academy's **senior leadership team** by:
 - Advising the HOS with long- and short-term advancement strategies;
 - Serving on the Head of Schools administrative team;
 - Working collaboratively with senior leadership on strategic priorities.
- Develop **marketing strategies and create marketing materials** by:
 - Collaborating with the Assistant Head of School for Enrollment Management to develop and utilize key branding and marketing initiatives;
 - Overseeing the creation and publication of the biannual alumni magazine;
 - Continuing to develop branding for the advancement initiatives;
 - Leading the advancement office in its use of technology and digital strategies.
- Serve as a **liaison** between the Advancement team and faculty, staff, and students by:
 - Living on campus in Academy housing;
 - Understanding Hebron's educational programs by participating in on-campus community activities, taking meals in the dining hall, and attending faculty meetings, and sporting and cultural events;
 - Engaging faculty and staff with prospect proposals, donor visits, and events.



QUALIFICATIONS

- Ability to create the strategic vision for cultivation, solicitation, and stewardship of short-and long-term philanthropic giving to support the Academy's mission and operation and accomplishing the fundraising and donor-relation goals associated with that vision;
- Ability to think creatively about the nature of the effective development work in a competitive market and with an increasingly diverse donor base;
- Experienced manager overseeing and mentoring an Advancement Office which includes annual giving, alumni and external relations, special and planned gifts, and prospect research and management, and capital campaigns;
- Ability to engage trustees, alumni, and parents in development work, including the organizational skills to set the agendas for two trustee committees, and ability to attend and engage in all trustee meetings;
- Budget experience in order to align fundraising targets with annual and long-term budget priorities and needs, as set by the Head of School and Board of Trustees;
- Experience with Annual Funds, major gifts, and campaigns;
- Strong understanding of best-practice policies related to gift acceptance and stewardship;
- Creative, life-long learner who constantly evolves and expands her/his knowledge base;
- Excellent oral and written communication and presentation skills;
- Tech savvy;
- Responsible and trustworthy, exhibiting good judgment;
- Openness to new ideas and their implementation;
- Appreciation for and comfort with adolescents;
- Culturally competent with an understanding of all cultures and backgrounds;
- Interested in becoming Involved in the overall life of the Academy;
- A thorough grasp of current and upcoming trends in development, alumni and external relation;
- A sense of humor;
- Ability to be nimble and perform other duties as assigned.

KEY PROFESSIONAL EXPERIENCE

- Bachelor's degree required; advanced degree preferred.
- Six to ten years of experience in, and passion for, advancement work including the oversight of capital campaigns; international fundraising a plus.
- Successful fundraising experience with cultivating, engaging and expanding donor relationships with a wide variety of donors.
- Experienced independent school development professional preferred.
- Practiced, patient, and sophisticated traveler a plus..
- Experience working closely and collaboratively with all school constituencies.
- Superior written and oral communication skills, strong managerial, leadership and supervisory skills.
- Experience in creating and implementing strategic planning.
- Skilled in a variety of software programs, including database programs. Comfort with RaisersEdge NXT a plus.
- Willingness to travel, work nights and weekends, as required.
- Possess a valid driver's license.

PHYSICAL WORK ENVIRONMENT

The following physical requirements are not exhaustive and additional job-related physical requirements may be added on an as-needed basis.

- Office location is in a stand-alone house, the Red Lion, on campus, next to the Admissions Office.
- Requires stamina for extensive travel (30-40% of the time).
- Must be able to visit and move around all campus locations and off-campus or to other work sites for appropriate training and/or meetings.
- Must be able to meet the physical demands of sitting for prolonged periods of time at a desk, using repetitive arm, hand and finger movements as well as fine motor skills.
- Working remotely is an option when traveling or during school breaks.
- Occasionally able to lift up to 25 lbs. while twisting and turning, stacking.
- Ability to bend, stoop, push/pull and to grasp objects and paper.

SALARY AND BENEFITS

1. Full-time and salaried.
2. Competitive salary commensurate with experience.
3. On-campus housing, laptop, and phone provided.
4. All meals in the dining hall available for the employee and family when school is in session.
5. Employee tuition remission available for qualified students.
6. Full portfolio of benefits including medical and dental insurance, 401K with employee match, life insurance.
7. Access to the Academy's gym, squash courts, hockey rink, and trail system.

LOCATION HIGHLIGHTS

- The campus sits on 1,500 pristine acres with miles of hiking, mountain biking, and cross-country skiing trails..
- Hebron Station is the local public elementary school, located three miles away.
- Class of 1970 Outdoor Center at Marshall Pond offers canoes, kayaks and use of on-site cabin.
- Lewiston/Auburn, home of Bates College just 25 minutes from campus.



INQUIRIES

Interested candidates should submit the following:

1. Cover Letter
2. CV
3. Writing sample
4. How would the following people describe you in at least three words each?
 - a. Your mentor?
 - b. Your employees?
 - c. Your peers?
5. Names and contact information for three to five professional references (they will only be contacted when candidates are finalists).

Send PDFs of the above to:

Allyson Goodwin

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agoodwin@rolfsongroup.com



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