



POSITION ANNOUNCEMENT
DIRECTOR OF ADVANCEMENT
CAPE FEAR ACADEMY
WILMINGTON, NORTH CAROLINA



The Opportunity | *Cape Fear Academy (CFA)*

Cape Fear Academy is a learning community committed to discovering and developing individual potential, preparing each student for success in college and life. Founded in 1967, CFA is the only independent, nonsectarian, coeducational, Pre-Kindergarten through 12 school serving the Wilmington area. With 740 students in three divisions, members of the CFA community adhere to core values of integrity, respect, resilience, and accountability. CFA delivers incomparable academic excellence, fosters a culture of deep respect, and offers unparalleled opportunities to prepare students for an ever-changing world. Most notably, CFA has a very experienced and highly skilled faculty noted for building strong and supportive relationships with students and their families.

Over the past three years CFA has enjoyed rapid enrollment growth, particularly in its Lower School. At nearly full capacity, the school has waiting lists in ten grades. Moreover, CFA recently concluded a \$4 million comprehensive campaign, which raised funds for upgrading STEM facilities in the Upper School and increasing the school's endowment. These endowed funds will support increases in financial aid for deserving students as well as faculty and staff professional development.

Earlier this year CFA acquired an 11-acre parcel of land immediately adjacent to the school's main campus. In the coming years, CFA expects to explore opportunities to make best use of this additional land by enhancing the school's programming and serving more students.

The Community | *Wilmington, NC*

Cape Fear Academy is in Wilmington, NC, a charming city with a premier location. With its vibrant waterfront and scenic Riverwalk along the Cape Fear River, Wilmington is considered one of the most beautiful cities in the south and prides itself on providing exceptional quality of life services for its citizens. Its National Register Historic District spans more than 230 blocks and is joined by new features like a performing arts center, waterfront park and amphitheater, and an event pier. Wilmington is home to a state port, an international airport, and a regional teaching hospital (New Hanover Regional Medical Center). It is also home to the University of North Carolina Wilmington and Cape Fear Community College. The city enjoys a diverse and growing economy centered on education, healthcare, and tourism. Nearby beaches, a state aquarium, and the Battleship North Carolina offer unique opportunities to enjoy the area. This potent mix of assets has fueled a two decade mini-boom, and Wilmington's population has grown to over 122,000 residents.



Position and Leadership Statement | *Director of Advancement*

The Director of Advancement is a senior management, Leadership Team position at Cape Fear Academy that is responsible for community engagement and advancing the school through programming in development, marketing, communications, special events and constituent relations. The Director of Advancement collaborates with the Head of School and the school's leadership team to provide strategic direction that is consistent with the mission and values of Cape Fear Academy.

The Director of Advancement will report to the Head of School and directly supervise the Associate Director of Advancement for Communications, Assistant Director of Advancement for the Annual Fund, Assistant Director of Advancement for Volunteer Engagement & Events, and Assistant Director of Advancement for Alumni Relations.

Essential Duties and Responsibilities

- Establish and execute forward-thinking programs that optimally grow the annual fund, major giving, capital campaigns, and planned giving.
- Nurture and maintain a highly collaborative relationship with the head of school, the board chair, and individual board members, supporting them in their fundraising responsibilities, and accompanying them on donor visits when appropriate.
- Work with the Associate Director of Advancement for Communications and the admissions office to create and produce fund raising-related and enrollment or admission marketing materials to expand and enhance the school's visibility and reputation.
- Manage team of four full-time employees and one part-time employee who oversee the annual fund, communications and marketing, volunteer engagement, special events and alumni relations.
- Develop and enhance relationships with area businesses and organizations, while building new relationships, systems, and programs that tap into the generosity and resources of the community.
- Work with the Assistant Director of Advancement for Alumni Relations to strengthen relationships with the school's alumni and further develop alumni programming, as well as oversee the Assistant Director of Advancement for Volunteer Engagement & Events planning and operation of the Parents' Association.
- Manage the organization and oversight of all major special events to include cross-divisional activities, donor events, Homecoming, Grandparent & Special Friends Days, Biennial Auction, Salute to Seniors and Commencement.
- Serve on the Leadership Team.
- Oversee budget for the Advancement Department and maintain accurate records for reporting to the board committee and Assistant Head of School for Finance & Operations.
- Annually engage in one student related activity to connect to our mission such as serving as a chaperone for a student trip, advise a student organization, coach, or serve as an advisor.
- Performs other duties as assigned by the Head of School.

Requirements | *Knowledge, Skills, and Abilities*

- Strong knowledge of development and fundraising practices and strategies
- Proven success in directly soliciting and closing charitable gifts
- Experience working with and motivating volunteers and staff members
- Strong interpersonal skills and ability to work with all the school's constituents while maintaining strict confidentiality
- Ability to develop and foster good relationships with a significant segment of community leaders and external media outlets
- Experience in planning and executing special events
- Excellent verbal and written communication skills
- Strategic thinker with a "can-do" attitude
- Passionate about working with a wide range of individuals from diverse backgrounds
- Working knowledge of fundraising data software and database management software
- Ability to collaborate, prioritize, organize, exercise good judgment, and model Cape Fear Academy's core values of respect, integrity, resilience, and accountability
- Bachelor's degree required; master's degree preferred
- Combination of five to six years' experience in the nonprofit sector, fundraising and development, marketing, supervision, and/or other relevant skills and experience.
- Independent school experience preferred.

[Apply Here](#)

Cape Fear Academy has retained Capital Development Services to assist with professional recruitment. Candidates should include **a cover letter, a resume, and a list of three references**. All material will be confidential. Additional inquiries may be directed to Jen Tozier at Capital Development Services, 336-747-0133 x 208.

