



MT. JULIET CHRISTIAN ACADEMY

Mission Statement: As a ministry of First Baptist Church Mt. Juliet for over 40 years, our mission is to partner with families in developing students to think, lead, and live as Christians based upon a biblical worldview.

Job Description

JOB TITLE: Development Director | **REPORTS TO:** Superintendent of School

Position Summary

The Development Director is a full-time position and is responsible for supporting the school by providing development and related/public relations services at the direction of the Superintendent. The Development Director is responsible for implementing an annual development plan in coordination with the Superintendent and administrative staff. This person spends most of the time soliciting major gift donors and prospects, coordinating the fundraising efforts for the school including an auction, annual fund, and major campaigns for Mt. Juliet Christian Academy. Duties of the Development Director are organized into three areas: solicitation, program development and program management. The Director of Development should exhibit the following:

1. Be a born-again Christian who possesses a strong Christian testimony and evidence of spiritual maturity.
2. Agree with the school's published doctrinal position.
3. Possess the qualities of Christian leadership and servanthood. Although this individual will not be functioning in a pastoral capacity, we desire he aspire to the highest levels of character (1 Timothy 3:2-12; Titus 1:6-9; Matthew 20:26-27 and Mark 9:35).
4. Personally model Christian maturity through a settled and deliberate giving practice.

Duties and Responsibilities:

(The essential functions/major responsibilities listed are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position. Duties and responsibilities are also subject to change by the employer as the needs of the employer and requirements of the job change.)

Solicitation

- Identify, cultivate and solicit current and potential donors and sponsors for both the school auction, annual fund, major campaigns, and endowment targeting gifts of \$10,000 and above. This includes initiating appointment requests through phone calls and contact letters, scheduling appointments and making the ask.
- Identify, cultivate and secure legacy giving donors through wills, life insurance, trusts and retirement plan designations for school Endowment. Where possible, seek verbal or written documentation of the dollar value of legacy gift commitments.
- Prepare individual communication, cultivation, and solicitation plans for each major gift donor/prospect to include gratitude phone calls, personal notes, invitations to special events, timing and approach of next ask.
- Oversee database maintenance and timely acknowledgement of gifts or donations through thankyou letters and yearly contribution reports.
- Research and write grant proposals that support segments of the school's long-range plan as well as the church's long-range capital improvement plans. Assist the Superintendent, Pastor, and other appropriate personnel in cultivating relationships with major local foundations.

Program Development

- Collaborates with the Superintendent/Pastor in implementing the educational mission of the school. This is accomplished by participating in the comprehensive planning, implementation, and evaluation of the school's goals, with specific focus on the development plan.
- Directs the school's Development Plan. Incumbent accomplishes this by establishing short (annual) and long (3-5 year) range goals and objectives for the development office based on the school's long-range plan. Incumbent may assist the Superintendent/Pastor in the development of the school's long-range plan. Incumbent facilitates the development and publication of an articulated, written case statement about the school's philosophy, values, mission, and public and community contributions.
- Ensure the development and implementation of a comprehensive public relations and communications plan for the school. Relate with school leadership, teachers, and staff; parents of current, former and future students; local civic and business leaders and area residents.

- Establish development goals with collaboration of the Superintendent/Pastor. Monitor progress meeting goals against periodic benchmarks.
- Develop budget, goals and benchmarks for Auction, Annual Fund, Campaigns, and Endowment.
- Prepare/order materials so projects can begin at appropriate time.
- Collaborate with the Superintendent/Pastor in handling public relations and communications activities for the school community.
- Work collaboratively with School Supervisory Team to share long-term goals of development office and coordinate and implement monthly activities.
- Plan fundraising events and work collaboratively with employees and volunteers to achieve benchmarks for all events.
- Work with volunteers to organize committees to handle events as needed.
- Oversee the continuing development of volunteers to help solicit donations.
- Supervise the creation of marketing materials to keep donors informed of needs, development programs and activities, and opportunities to give. This will include the school's annual report, email, website page, Facebook, and family email inserts as well as all annual fund and endowment solicitations.
- Maintain a level of knowledge and skills required by professional reading, attendance at workshops or conventions, and participation in professional organizations.

Program Management

- Prepare the annual development income and expense budget in collaboration with the Superintendent.
- Oversee the continuing updating of our Donor Database.
- Prepare required reports.
- Prepare and present monthly reports for the School Supervisory Team.
- Maintain a strict level of confidentiality on all matters relating to school and church business.
- Perform other work-related duties as requested by the Superintendent/Pastor.

COMMUNICATION/CLIENT CONTACT:

Contacts are normally made inside and outside the school. Contacts are usually made on own initiative or at Superintendent's/Pastor's request and frequently contain confidential/sensitive matters.

Qualifications

SPECIFIC JOB SKILLS:

A knowledge of the principles and practices of fund development (major/planned giving), with the ability to organize, create and implement development efforts

through use of marketing techniques. Knowledge of school and church organizational operating procedures is required. Incumbent possesses ability to communicate effectively, both verbally (including oral presentations) and in writing. Position requires creativity, decision-making, interpersonal skills, use of discretion, teamwork, negotiation, independent judgment/ action, problem analysis, service orientation, and public relations to foster the Church's mission and School relations. Must be able to handle multiple projects/priorities. Incumbent must also be competitive and resourceful in an organization that has an infinite amount of need and a finite number of financial resources. Perform basic math and be proficient with gift planning software. Knowledge of calculator, basic computer software and all basic office equipment is required.

EDUCATION AND/OR EXPERIENCE:

B.A. in communications, finance, public relations and/or marketing or an equivalent combination of education and experience in a comparable field with 3-5 years' experience in a comparable position. Prefer 2-4 years' experience working with nonprofit or religious organization. Experience in Development field preferred. Continuing education is required to maintain knowledge of tax codes affecting charitable giving. Experience running direct mail and advertising campaigns for planned giving required.

PHYSICAL DEMANDS:

While performing the duties of this job, the employee is required to stand, walk, talk, reach, sit, hear, handle, and perform repetitive motions of the hands/wrists. Lifts and moves items up to 30 pounds.

WORKING ENVIRONMENT:

Incumbent is required to perform extensive computer work in a school or office setting. Job duties may require employee to manage evening/meeting weekends and attend school events and functions. Work is performed in and out of the office setting. Employee may be required to travel. Occasional overnight and or/weekend may be required, as well as overnight travel. Computer skills are required to effectively complete work.

The physical demands and work environment characteristics described above are representative of the physical capabilities that must be met by an employee and the working conditions that an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.