



**Director of Advancement
Sacred Heart Academy Bryn Mawr
Bryn Mawr, PA
www.shabrynmawr.org**

THE INSTITUTION

Sacred Heart Academy Bryn Mawr (PA) is a Catholic, independent college preparatory school for girls founded in 1865 by the Religious of the Sacred Heart of Jesus and lay-owned and governed since 1969. The School serves approximately 200 students in Kindergarten through Grade 12.

Sacred Heart Academy is part of a national network of 25 independent schools located in North America which share a common heritage and vision. There are more than 150+ Sacred Heart schools around the world providing an international campus for our students at Bryn Mawr through exchange programs, summer workshops, and service opportunities. Sacred Heart Academy is accredited by the Pennsylvania Association of Independent Schools (PAIS) and a member of the Association of Delaware Valley Independent Schools (ADVIS) and the National Association of Independent Schools (NAIS).

Mission

Sacred Heart Academy educates college-bound women by cultivating their self-confidence, guiding them to realize their personal and scholastic potential and their responsibility to others, and by preparing them to meet life's challenges - all within an academic and religiously diverse community that focuses on spiritual values and the individual student.

Sacred Heart Academy commits itself to educate to the *Five Goals and Criteria* of a Sacred Heart education which unify the School with the Network of Sacred Heart Schools.

For additional information about Sacred Heart Academy, please visit www.shabrynmawr.org.

THE POSITION

The Director of Advancement (DOA) reports directly to the Head of School, manages a three-person staff, works closely with the Advancement Committee of the Board of Trustees, and serves on the School's seven-member senior leadership team. The DOA creates and implements all aspects of the stewardship and fundraising program, including the annual fund, major gifts, capital campaigns, planned giving, special events, and alumnae relations to support the School's strategic vision and to cultivate a culture of philanthropy and gratitude across all constituencies.

Specific Responsibilities

- Formulate and oversee a comprehensive development program in consultation with the Head of School and the Board of Trustees. Oversee and manage all aspects of the Advancement Office (AO) with focus on fundraising, event planning (both in-person and virtual), and alumnae relations.
- Develop and oversee AO policies and procedures as well as provide oversight for the AO database (Raiser's Edge) and internal systems for gift processing.
- Manage, mentor, and provide constructive and timely feedback to direct reports - Assistant Director for Annual Giving, Alumnae Relations Coordinator, and Database Administrator - and guide AO volunteers.
- Work collaboratively and provide direction and support to the Head of School in fulfilling her advancement responsibilities.
- Oversee the Annual Fund including educating volunteers, coordinating communications, and managing other related activities.
- Serve as the director for any capital and major gift campaigns.
- Lead the School's Educational Improvement Tax Credit (EITC) and Opportunity Scholarship Tax Credit (OSTC) Programs in collaboration with trustees and other community members.
- Cultivate and solicit major gift prospects personally and work closely with the Head of School, trustees, and volunteers, supporting them in all their fundraising responsibilities and accompanying them on donor visits when appropriate.
- Act as the staff liaison to the Advancement Committee of the Board of Trustees, including the organization of fundraising and stewardship training for the Board.
- Provide data analysis of advancement program results and projections, and recommendations to school leadership and the Board of Trustees.
- Coordinate the design and publication of the Annual Report.
- Work closely and collaboratively with the senior leadership team to advance the mission and priorities of the School.
- Collaborate on marketing and communication initiatives to expand and enhance the School's visibility and reputation, including collaborative work on the School's publications.
- Oversee and collaborate with the Parents' Association.
- Remain current with advancement trends and cultivate professional standards and development by participating in educational opportunities, reading professional publications, maintaining professional networks, and participating in local, regional, and national professional organizations.
- Participate in Development sessions offered by the Sacred Heart Network.

THE CANDIDATE

The Director of Advancement must have an understanding of and passion for the Goals and Mission of Sacred Heart Academy and a commitment to engage with and contribute to the school community and atmosphere of faith in a manner consistent with the Five Goals and Criteria of a Sacred Heart Education. The ideal candidate will be an experienced fundraising strategist and relationship-builder with a history of innovation in fundraising and donor development to support the strategic direction of the School. The ability to effectively articulate specific fundraising goals and motivate and manage a team to achieve those goals will be essential to the success of the incoming Director.

Qualifications

- A minimum of 10 years of relevant and increasingly responsible experience within an advancement office with a considerable portion of those years leading advancement programs, managing staff, and spearheading a capital campaign(s), preferably in an educational environment.
- Eagerness to contribute positively to the Sacred Heart Academy community and uphold its Mission including a commitment to the Sacred Heart *Goals and Criteria*.
- Direct experience and proven success in building relationships, directly soliciting and closing major gifts, leading a capital campaign, and managing a portfolio of major gift prospects; designing and implementing cultivation, solicitation and stewardship strategies, individually and as part of a team.
- Leadership experience with managing and motivating staff members and volunteers.
- Willingness to be part of a collaborative environment and to work closely with colleagues, board members, alumnae, and parents.
- Outstanding interpersonal skills and ability to work with all School constituents with a professional and empathetic approach while maintaining strict confidentiality.
- Strong listening and superior communication skills both written and spoken with strong organizational and managerial skills.
- Solid knowledge of various social media platforms and the ability to use social media to promote philanthropy and fundraising efforts.
- Strategic thinker with a “can-do” style.
- Strong work ethic and impeccable organizational skills.
- Positive and enthusiastic attitude, flexible approach, and a sense of humor.
- Commitment to the diversity, equity, inclusion, and belonging work at the School.
- Strong knowledge of fundraising data software and database management software and managing in a metric-driven environment.
- Experience with grant writing preferred.
- Must be willing and able to travel and work occasional evenings and weekends.
- Bachelor’s Degree; Master’s degree in nonprofit management or CFRE certification preferred.

Sacred Heart Academy provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

For inquiries, nominations, and applications, please contact:

Cathy McGeever, Managing Partner

610-924-9100, cfmcgeever@lambertassoc.com



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Lambert & Associates

222 S Manoa Road, Suite 201 • Havertown, PA 19083 • 610-924-9100

www.lambertassoc.com