



**Position Title**

**Director of Advancement**

**FLSA Classification**

**Exempt, Non-Instructional Leadership Staff**

**Reports to**

**The Head of School**

**Mission**

*The Howard School empowers students with language-based learning differences by addressing individual needs and leveraging strengths to develop a lifelong understanding of and advocacy for their own learning process.*

**Position Purpose**

We are a remarkable institution founded on courage, brave risk-taking, and the belief that a focus on all that is possible should be the driving force. We are financially solid and have a very clear understanding of our value proposition in the educational marketplace. As we approach our 75th anniversary, we are seeking a dynamic leader of our Advancement efforts who will maintain and strengthen relationships with long-time friends of the school and build relationships with new supporters.

The **Director of Advancement** is responsible for developing strategy and implementing fundraising plans to meet the school's goals for annual, grant, and endowment fundraising, as directed by the Board of Trustees and Head of School. The Director of Advancement also is responsible for developing and maintaining relationships with parents, alumni, prospects, donors, and business leaders whose commitment to the school is important for its present and future success. The Director of Advancement has primary responsibility for all school fundraising activities, and oversees the work of an Administrative Assistant. The Director of Advancement promotes school image in the community, as defined by the Board of Trustees and the Head of School.

## **Responsibilities**

- Develop, in consultation with the Head of School and relevant administrative staff, a multiple year fundraising strategy that supports the School's financial plans, endowment needs and other funding objectives, as established by the Board of Trustees and Head of School.
- Oversee or prepare and implement specific plans for Advancement, encompassing but not limited to: annual restricted and unrestricted fundraising from all school constituencies; foundation grants, corporate giving and sponsorship; major individual gifts and grants; special events; public relations and constituent communications; alumni relations and activities; stewardship and cultivation of all prospects; and planned gift programs.
- Develop and implement Annual Fund strategy to meet annual fundraising goals. Recruit, train, and assign Annual Fund volunteers. Develop materials and plan logistics for phone-a-thon and thank-a-thon. Identify major gift prospects and assign evaluations. Work with key staff and volunteers to create cultivation and solicitation strategies. Write, edit, and produce solicitation letters and other Annual Fund campaign materials. Plan Advancement special events, including Grandparents Day, Homecoming for Alumni, and a Major Donor Party.
- Ensure that resources are in place to support the school's long-term financial stability by designing and implementing strategies for raising funds to support current and future operations.
- Collaborate with the Director of Communications for the production of the *Insights* Magazine, the Annual Donor Report, Impact Reports, and other communications as needed.
- Oversee solicitation efforts for Georgia GOAL Scholarship Program; design strategy and prepare solicitations.
- Identify, cultivate, steward major donors, and develop strategies to expand the current base of philanthropic revenue sources for The Howard School.
- Create a strategy and identify prospective donors for planned giving.
- Plan and implement, in cooperation with the Director of Communications and the Director of Enrollment Management, a comprehensive long-range marketing and communications plan including outreach into the community and internal and external communications. Review, evaluate, and update this plan as needed. Represent the School and be an active participant in the community. Maintain relationships with local and regional schools.

- Approve and monitor Parents Association fundraising activities. Attend Parents Association meetings and plan annual Volunteer Appreciation events.
- Oversee Advancement Department budget including all donation and payables processing. Provide organizational and administrative support for the Board of Trustees and its committees.
- Serve as a member of the Leadership Team.
- Perform additional tasks as assigned by the Head of School.

### **Physical Requirements**

- Audible voice and adequate hearing and vision required.
- Ability to lift up to 50 lbs. when necessary, for special event set-up.

### **Minimum Qualifications**

- Bachelor's degree required and a minimum of seven (7) years Advancement experience preferred.
- Proven track record of raising funds from individuals and foundations.
- Demonstrated senior leadership experience with strategy, policy, and budget planning proficiency.

### **Skills/Abilities**

- Successful fundraising experience with cultivating, engaging, and expanding donor relationships with a wide variety of donors.
- Strong interpersonal, organizational, networking, facilitation and management skills; work well independently and within a team-oriented structure.
- Willingness, not only to support, but to actively live into the school values of (1) practicing kindness and respect (2) seeking a spirit of partnership (3) honoring one another's humanity and (4) celebrating our differences.

The Howard School is an equal opportunity employer that is committed to diversity and inclusion in the workplace. All applicants will be considered for employment without regard to race, color, creed, religion, sex, sexual orientation, gender identity, national origin, citizenship status, age, pregnancy, disability/handicap, genetic information, uniform service member status or any other protected status in accordance with applicable federal, state, and local laws. veteran or disability status.