JOB DESCRIPTION – CAPITAL CAMPAIGN MANAGER

Title: Capital Campaign Manager

Reports To: Chief Financial Officer

SUMMARY OF POSITION, FUNCTION, AND DUTIES
Under the Chief Financial Officer’s direction, the Capital Campaign Manager is assigned to fulfill the mission of honoring the Lord Jesus Christ which is to equip students with a love for Christ, a passion to learn, the courage to lead, and a commitment to serve. The Capital Campaign Manager must have a Passion for the Mission: The campaign manager should have had some involvement and demonstrated interest in Sarasota Christian School and its mission. He/she should not simply be an individual seeking a position in fund development.

CAPITAL CAMPAIGN MANAGER JOB DESCRIPTION
I. Manages the campaign.
   A. Staff
      1. Directs key staff and volunteers on campaign assignments, schedule, functions.
   B. Volunteers
      1. Solicitors: Works with committee members and non-committee members, who are related to key prospects; assists them in setting agendas and making appointments with assigned prospects.
      2. Leaders: Assists the Chairs of the ECC and CSC in preparing for and conducting meetings related to the campaign.
      3. Prepares for and supports all the activities related to the committees, making sure meetings are well planned and include adventure and celebration.
   C. Operates systems for managing the prospect and planning data.
   D. Oversees design and preparation of materials, events and recognition programs.
      1. Highly values and effectively executes the thanking process as commitments are made and pledges are received.
   E. Prepares campaign reports and evaluations.
      1. Prepares monthly production reports on activities, potential gifts, gifts solicited but not committed, and total amount committed toward goal.
      2. Prepares reports projecting strategies for various gift levels and timeframes.
      3. Prepares monthly updates of the campaign timetable.
   F. Works directly with campaign counsel getting guidance and recommendations on A-E (above) and all aspects of the campaign.

II. Directs campaign marketing and the cultivation and solicitation of prospects at all levels.
   A. Trains staff and volunteers.
   B. Plans, creates and oversees communication strategy.
      1. Monthly insiders’ newsletter and the periodic campaign newsletter.
      2. Email and use of other communication tools, e.g., Facebook, Twitter.
   C. Sets strategies and approaches for top prospects.
   D. Oversees preparation of draft proposals for foundations and corporations.
   E. Prepares written strategies on all prospects for gifts of $25K or more.
ESSENTIAL JOB QUALIFICATIONS AND REQUIREMENTS

PERSONAL BELIEF & BEHAVIOR

- Must be a born-again Christian whose lifestyle and character demonstrate obedience to God and the Bible and express agreement with the school's doctrinal viewpoints, statement of faith, and Christian lifestyle requirements.
- Must be able to serve as a positive Christian role model to others in the school context.
- Must be able to accept and support the school's core beliefs, statement of faith, and doctrine.
- Must have an understanding of and commitment to SCS's educational objectives and philosophy of education.
- Must faithfully attend a local church whose fundamental beliefs are in agreement with the statement of faith and doctrine of this school.
- Must affirm that he/she believes that working and ministering in this Christian school would be pleasing to God, would be consistent with his/her purpose in life, and would be good stewardship of his/her time, talent, and professional abilities.

LEADERSHIP ABILITY (Entrepreneurial style):

The campaign manager should understand that managing a campaign is like running a small business. The ideal candidate will be able to make sure the business is run well, being extremely self-motivated and not relying too heavily on a supervisor. Initiative is the key characteristic here. This is someone who can lead senior staff and experienced businesspeople. Position or high-powered people must not intimidate the campaign manager.

INDIVIDUAL KNOWLEDGE, SKILLS & ABILITIES

Technological Ability

- Must be technologically fluent, especially using Word, Excel and Outlook.
- Create appropriate forms with graphics and use technology to manage and communicate creatively and effectively.

Attention to Detail

- Must recognize the importance of detail in working with volunteers and donor prospects.
- As a capital campaign manager 80% is detail and 20% is actual engagement of volunteers and donors.
- Quality support and follow up is provided by the campaign manager to prevent volunteers from getting discouraged.
- Volunteers and senior staff need someone friendly to keep them on task.