



Job Description: Chief Advancement Officer

Classification: Director

Schedule: 12 Month; Monday-Friday

Supervises: Yes

Reports To: Head of School

FLSA Status: Exempt

General Description

The primary function of the LCS Advancement Office is to promote the mission, vision and guiding principles of the school by ensuring an excellent future of the institution. The Chief Advancement Officer (CAO) will oversee all functions which serve to advance the school, including financial and community development, strategic planning and management, marketing and communications. The CAO will also serve as the Administrative liaison to the Advancement Committee of the Board of Directors.

Qualifications

1. Be a born-again believer with a demonstrated commitment to Christian Education.
2. Active in local, evangelical church
3. Bachelor's degree from an accredited college or university in Business, Marketing or Nonprofit Leadership
4. Five years fundraising experience or equivalent experience
5. Public Relations, prospecting, business development and negotiation skills
6. Ability to interact not only at the executive level but also with all levels of constituents
7. Outstanding work ethic, self-directed, motivated, and a life-long learner
8. Ability to work independently and prioritize.
9. Strong organizational skills
10. Be in agreement with the Lakeland Christian School Statement of Faith and staff qualifications

Essential Duties and Responsibilities

1. Financial Development:

- a. Coordination and oversight of all efforts to generate private and public support for Lakeland Christian School.

- b. Representation of the school by educating giving constituencies regarding Biblical principles of stewardship.
- c. Planning for and execution of all capital campaigns to support specific school capital projects.
- d. Coordination and oversight of the school's Viking Fund annual giving campaign.
- e. Coordination and oversight of fundraising for Financial Aid, Gateway Fund, Discovery Program Financial Aid, and the Families in Crisis Fund.
- f. Oversight of all fundraising efforts initiated by school entities.
- g. Development and maintenance of solicitation policies and procedures by and for any school entity.
- h. Promotion of Planned Giving vehicles to appropriate candidates.
- i. Pursuit of all appropriate grant funding avenues.
- j. The growth of the school endowment.
- k. Recruitment, inspiration and training of Board members and other volunteers to assist in all appropriate development efforts.
- l. Oversight of all financial partner appreciation and recognition efforts.
- m. The cultivation and care of relationships with school families, financial partners, alumni, and local civic leadership.
- n. Supervisory oversight of the Director of Marketing and Communications, the Associate Director of Advancement, and associated staff.

2. Strategic Planning and Management:

- a. Work with the Administrative team to develop and continually review the schools' comprehensive Master Plan.
- b. Serve as a member of the Leadership Team to determine specific usage of school facilities to develop potential new revenue streams.
- c. Work with Administration and staff to explore potential new school service areas.
- d. Development and execution of the funding plan to support both long and short-term capital projects and the growth of the school endowment.

3. Marketing and Community Relations:

- a. Supervise the development of overall strategic marketing plans to expose the school to prospective mission appropriate families and to maintain, broaden, and enhance the schools's positive, constructive presence and reputation in the community at large.
- b. Supervise the development and implementation of plans for effective marketing of the school to internal publics, such as families, faculty, staff, students and ministry partners.
- c. Supervise the Development and implementation of plans for effective marketing of the school to external publics, such as prospective families, relatives, potential ministry partners, local churches, Alumni and civic/cultural leaders.
- d. Supervising the development and implementation of branding of the school in every respect across every department; from apparel, to signage, to website and social media, to letterhead, e-mails, speciality items, and internal marketing.
- e. Oversee the submission of all informational releases to news media outlets, as well as postings on social media.
- f. Pursue opportunities for positive publicity via appropriate media outlets.
- g. Oversee on-going guest relations training for faculty and staff.

- h. Actively communicate the necessity of a team approach to the advancement function at LCS.
- i. Oversee efforts to develop and maintain an organized Alumni association, to encourage their involvement in multiple school functions and activities, and to encourage giving.
- j. Appropriately use other major school functions, such as the Christmas musical, and Commencement week activities to effectively promote the virtues of the Christian school experience.

4. Communication:

- a. Provide editorial oversight and assistance to all school publications, brochures and flyers.
- b. Conduct a review of the purpose, format, content and frequency of the Engage magazine.
- c. Review school signage for professionalism and clarity.
- d. Oversee ongoing communications with all school constituency groups, through all media.
- e. Oversee creation and placement of advertising in local media and other appropriate opportunities.
- f. Oversee all website design and content, and the routine maintenance of this content to maintain its accuracy.

Knowledge, Skills and Abilities

- 1. Knowledge of a broad range of development activities.
- 2. Knowledge of development software.
- 3. Ability to communicate effectively both verbal and written.
- 4. Ability to work well with others in the school community.
- 5. Critical and Strategic thinking.
- 6. Customer/client focused.
- 7. Leadership abilities.
- 8. Demonstrate flexibility in response to changing conditions.

Physical Demands

Some lifting, carrying, pushing, and/or pulling; and some fine finger dexterity. Generally the job requires sitting, walking, and standing. This job is performed in a generally clean and healthy environment. Mental acuity to perform the essential functions of this position.