

Program Manager, Advancement Department
Bishop O'Connell High School, Diocese of Arlington
Vacancy Announcement

Are you a gifted writer and persuasive storyteller? Can you see the bigger picture and drill down to identify the exact tasks and steps to achieve your goals?

Help us engage with our community and communicate our mission! We seek a **Program Manager to join a dynamic, six-person advancement team** who will play a significant role in creating effective and persuasive digital and direct mail campaigns for the school's annual fundraising activities. The **Program Manager** will share the school's Catholic mission and help drive community engagement and philanthropic support by creatively developing and mobilizing print and digital media content. This position reports to the Director of Advancement.

Bishop O'Connell High School is a 67-year-old co-ed college preparatory school in the Catholic Diocese of Arlington, Virginia. Our mission is to provide students with an education rooted in the life of Christ and foster the pursuit of excellence in the whole person.

The ideal teammate will:

- Develop and manage strategies, timelines, and content to engage donors through direct mail, email, and social media campaigns to reach fundraising goals.
- Expertly communicate key themes and messages that match Bishop O'Connell's mission, vision, and values.
- Manage and grow a monthly giving program.
- Effectively develop and manage ongoing, authentic relationships with existing donors and prospective supporters.
- Create and execute all components of the school's annual giving day using various media to engage students, parents, and alumni.
- Collaborate with the six-person Advancement team on campaign ideation and material for print, email, and direct mail, utilizing a dynamic editorial process to get projects over the finish line.
- Produce marketing emails in the Raiser's Edge Online Express and RE: NXT email platforms.
- Script, film, and edit short-form videos for fundraising campaigns.
- Collaborate with our Media and Events Associate to produce creative social media content using images and short-form videos that adhere to the school's mission, values, and brand.

- Create polished and professional content for the website, donation pages, magazine, and direct appeals.
- Assist as high-level event support and undertake assigned duties in a dynamic and quickly changing environment.

Qualifications:

- Bachelor's degree in marketing, business, journalism, communications, or a relevant field.
- Minimum of three years of progressive experience in donor-facing fundraising or developing marketing campaigns.
- Self-starter who also thrives as a collaborative, high-energy teammate.
- Excellent project management, verbal, written, and interpersonal communication skills.
- High comfort level navigating databases and CRMs.
- Expert-level knowledge of Canva, Adobe Creative Cloud Suite, and Microsoft Office Suite.
- Strong computer and technology skills with experience using Give Campus, Raiser's Edge/NXT, and Final Site or similar programs a plus
- Digital photography and editing skills are a plus.
- Proven experience working with video editing programs such as iMovie, Final Cut Pro, and Premiere.

Additional Skill Set:

- Accuracy and meticulous attention to detail.
- Ability to effectively collaborate with both internal and external stakeholders.
- Confidence to prioritize, manage multiple projects, and meet various deadlines.
- Committed to the ideals of Catholic education and advancing the mission and culture of Bishop O'Connell High School.

Additional Information:

The Advancement Program Manager is an in-person, 12-month, full-time (exempt), salaried position. Salary is commensurate with experience, and full-time employees are eligible for vacation and holiday pay, sick leave, employer-supplemented health benefits package including medical, dental, vision, and health savings account (HSA) plan, long-term disability, life insurance, a retirement plan, and tuition assistance.

Please send resumes to Kimberly Aubry at kaubry@bishopconnell.org with "Program Manager" in the subject line.