



Position Title: Director of the Annual Fund
Position Status: Full-time
FLSA Classification: Exempt
Reports To: Director of Development

Position Purpose

The Director of the SCH Fund is responsible for managing all aspects of the school's annual fund program, working closely with the Director of Development and other members of the Development team. The position requires a dynamic leader with strong fundraising skills to develop and implement a strategic plan that increases donor participation and gift size. The Director will cultivate and steward donors, manage annual giving campaigns across various platforms, and lead a team of volunteers. Additional responsibilities include data analysis, collaboration with school stakeholders, event planning, and communications strategy.

Essential Functions

- Develops and implements a strategic plan of action with objectives, timelines, and evaluation plans for the Annual Fund program. Analyzes past performance to inform strategy and create innovative approaches to annual giving.
- Manages and grows SCH's participation in the Pennsylvania Tax Credit Program (EITC) to secure \$2 million annually in funding. Oversees the operation of an LLC for the school, ensuring compliance with program requirements and maximizing the number of eligible contributions.
- Identifies, cultivates, solicits, and stewards donors and prospects with a focus on increasing participation and gift size.
- Drafts all written communication for the Annual Fund, including but not limited to direct mail appeals, online sites, stories for the school's magazine and email newsletter, campaign materials, and acknowledgment letters.
- Develops and implements a strategic plan to enhance SCH Day, our annual day of giving, as a significant event for community building and philanthropy. Utilizes a multi-channel marketing approach, including direct mail, email, social media, and storytelling, to maximize awareness and participation.
- Enlists and trains volunteers, providing supervision as necessary, to help solicit gifts and engage the community in Annual Fund efforts.
- Tracks and analyzes donor data to assess campaign effectiveness, identify trends and inform future strategies. Prepares regular reports for the director of development, head of school and board of trustees on the progress of the Annual Fund.
- Plans and executes events related to the Annual Fund, including donor recognition events, alumni gatherings and other cultivation and stewardship activities.
- Works closely with the Marketing and Communications team to develop compelling content for print and digital materials that promote the Annual Fund, celebrate donor impact, and encourage giving.
- Manages the budget for the Annual Fund to ensure compliance.
- Other responsibilities as assigned by the director of development.

Qualifications

- B.A. degree in business or related field and a minimum of five years of relevant experience in a nonprofit environment.
- Proven track record of achieving fundraising goals and growing a donor base.
- Ability to communicate effectively with school representatives, parents, students, alumni, donors, and representatives from the business community.
- Strong organizational and project management skills with attention to detail and ability to manage multiple priorities.
- Experience with Blackbaud Raiser's Edge.
- Ability to think and plan strategically and creatively.
- Experience in identifying, training, and working with volunteers.
- Demonstrated sensitivity, knowledge, and understanding of the diverse backgrounds of community members with a continuous focus on healthy relationship building.
- Demonstrated deep understanding of cultural competency skills and enthusiasm for issues of diversity, equity, inclusion, and belonging.
- Ability to lead and attend occasional events in the evenings and weekends.
- Excellent written, verbal, communication and interpersonal skills.
- Commitment to the school and its mission, program, and future aspirations.

Physical Requirements and Work Environment

- Work in an environment dealing with a wide variety of deadlines and a varied and diverse array of contacts.
- May work at a desk and computer for extended periods of time.
- Work primarily in a traditional climate-controlled office environment.
- Able to move around a classroom and other school environments.
- Be able to occasionally lift up to 30 lbs.
- Regularly use close and distance vision.

Application Procedure

To be considered, candidates must upload a cover letter, resume, and information for three references through our online platform. Please follow [this link](#) to apply.

Springside Chestnut Hill Academy is an Equal Opportunity Employer.