



HOLTON-ARMS SCHOOL



# Director of Development Position Description 2025

## Director of Development

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### **Mission**

Holton-Arms School cultivates the unique potential of young women through the “education not only of the mind, but of the soul and spirit.”

### **School Motto**

*Inveniam viam aut faciam:* “I will find a way or make one.”

### **School Overview**

Holton-Arms School offers numerous pathways for girls to grow their excellence as a scholar, citizen, teammate, performer, artist, and friend. Students are motivated by supportive faculty who encourage them to embrace challenges, try often, fail gracefully, and succeed proudly. Here, students excel and support the wins and experiences of one another. When they graduate, Holton students are exceptionally equipped, world-ready, and connected for life. We believe that with intellectual curiosity, tenacity of purpose, appreciation for diverse perspectives, and commitment to others, Holton women will make a difference in a complex and changing world.

Located in Bethesda, Maryland, Holton-Arms School was founded in 1901 by Jessie Moon Holton and Carolyn Hough Arms. Originally located in downtown Washington, D.C., at 2125 S Street, the School moved to Bethesda, MD, in 1963. Holton alumnae include engineers, executives, CEOs, rock stars, Emmy Award winners, artists, moms, musicians, philanthropists, physicians, travelers, environmentalists, attorneys, educators, chefs, authors, archaeologists, and more.

As stated in our school song, the *Alma-Mater*, Holton-Arms is more than a school, it is a foundation and network for becoming a woman who knows the joy of doing hard things with purpose. Our alumnae are known for being confident and caring contributors to the greater world, maintaining deep connections with each other, as well as reverence for the holistic education they received.

The high academic standards for which Holton-Arms School is known today were set during its first years at 2125 S Street, NW, Washington, D.C. Small classes were maintained to afford a maximum amount of individual attention to each student, and only the most qualified teachers were invited to join a faculty dedicated to the education of youth, “not just to the education of the mind but of the soul and spirit.” Mrs. Holton’s dream was to create an “Open Door,” where students would be inspired to explore new ideas and develop their full potential. She also insisted that they give back to the community.

Holton-Arms School welcomed its eighth Head of School Penny B. Evins on July 1, 2023. Mrs. Evins has an exceptional record of building strong, lasting relationships and motivating those around her to be the best versions of themselves. Mrs. Evins brings over 25 years of independent school experience to her headship at Holton.

Today, the School continues to maintain high and relevant academic standards. Outstanding faculty and staff members, who serve as role models, continue to give maximum attention to individual students. It is a place for personal involvement, a place where a robust Parents’ Association supports the school with joyful and engaged volunteerism. Parents support the School by volunteering in the library, on field trips, on committees of the Board, and at special functions.

The school is situated on a beautiful, college-like suburban campus of 57 acres of rolling woodlands on River Road in Bethesda, MD. The campus features two academic buildings connected by an administrative building, a state-of-the-art Learning Commons, a lower school library, a performing arts center, a 400-seat theater, a black box theater, a natural light art and ceramics studio, a photography lab, three dance studios, and multiple music education spaces. The athletics facilities feature a double gymnasium, an indoor competition-size pool, seven outdoor tennis courts, two softball fields, a synthetic turf field, a Bermuda grass field, state of a state-of-the-art fitness center, three dance studios, and an all-weather outdoor track.

Students at Holton hail from Maryland (68%), Washington, DC (18%), and Virginia (14%), and come from over 240 schools across our geographic region.

## **Accreditations**

Association of Independent Maryland Schools (AIMS)

## **Membership Affiliations**

AIMS

The Association of Independent Schools of Greater Washington (AISGW)

Center for Spiritual and Ethical Education (CSEE)

Enrollment Management Association (EMA)

Global Education Benchmark Group (GEBG)

INDEX Independent School Data Exchange

International Coalition of Girls Schools (ISGC)

Middle States Association (MSA)

National Association of Independent Schools (NAIS)

National Business Officers Association (NBOA)

One Schoolhouse

Parents Council of Washington

## **Students at a Glance**

- Total Enrollment: 681
- Number of families: 595
- Students of Color: 44%
- Foreign National Students: 4%
- Student/Faculty Ratio: 6:1
- Average Class Size: 15
- Students receiving financial aid: 23%
- 100% of Holton-Arms graduates are accepted to four-year institutions.
- 100% of Middle School students and more than 80% of Upper School students participate in a sport.
- Approximately 85% of upper school students are enrolled in at least one Fine & Performing Arts class.
- Unique curricular opportunities include Global Education and The Holton-Arms Center for the Advancement of STEM.

## **Faculty at a Glance**

- Total Faculty and Staff: 215
- Total Faculty: 126
- 82% of faculty hold advanced degrees

- Average number of years current faculty have been at Holton: 11

### **Alumnae Association/Philanthropy**

The Holton-Arms Alumnae Association is comprised of over 6,500 alumnae worldwide. Whether or not one graduated, all are considered alumnae and members of the Alumnae Association. The Alumnae Board consists of elected members, across generations of Holton women, representing the entire Holton-Arms Alumnae Association. The Alumnae Board coordinates activities, locally in DC and beyond, that foster alumnae traditions, support, and value to the overall Holton experience.

### **Engagement Highlights**

- Tuition: \$55,250
- Operating Budget: \$45.3 million
- Annual Giving: \$1.85 million
- Total Fundraising: \$4,056,102
- Endowment: \$53 million
- Number of living alumnae: 6,500
- 400+ volunteers who planned gatherings and fundraised
- 200 community-building events
- 3,000+ donors

### **A Sense of Belonging**

Diversity, equity, inclusion, and belonging is an institutional priority at Holton-Arms. We strive to ensure that all of our students know they belong here. Holton-Arms cherishes the uniqueness of each of the members of our community including current and former students, faculty, and staff. We seek to create an inclusive environment that sees, values, and supports diverse identities and experiences, cultivates engaging discourse, and empowers our students to be thriving members of the global community.

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## **Director of Development**

Full-Time Position

Expected Start Date: July 1, 2025, with transition work before this date.

Reporting to the Head of School, the Director of Development fuels the school's mission by providing innovative and strategic leadership for institutional fundraising and alumni affairs. The Director of Development sets and articulates all fundraising strategies; oversees the identification, cultivation, solicitation, and stewardship of donor prospects; oversees all development activities; and acts as liaison for the school and the community. The Director of Development also works directly with the Board of Trustees advancement committee and takes responsibility for managing the school's strategic initiatives as they relate to funding priorities. The Director of Development will be responsible for overseeing a team of ten development staff, as well as collaborating with other departments at the school (e.g. Marketing and Communications, Admissions).

Successful candidates will have measurable experience in fundraising as well as demonstrated leadership in a strategic role. Holton-Arms is looking for an extremely driven team player with a bold vision, established expertise, excellent communication skills, and an ability to garner support for the school from a wide range of constituencies. The compensation package will be competitive and commensurate with the level of leadership and responsibility required to be successful in this role.

### **Roles & Responsibilities**

- Develop and manage professional and volunteer staff to carry out the needs of the development department.
- Design, implement, and manage all fundraising activities including annual giving, major gifts, planned giving, endowment and capital campaigns, special projects, and other school-related solicitations.
- Prepare a development report every month to keep the Head of School and advancement committee informed of fundraising activities.
- Work with the advancement committee, Board of Trustees, and Head of School to develop strategies to initiate and meet aggressive fundraising goals.

- Devise and manage programs and strategies for donor identification, cultivation, solicitation, and stewardship.
- Maintain contact with and develop grant proposals for relevant foundations and corporations.
- Assist in the development and coordination of all aspects of a future capital campaign.
- Review and oversee gift acknowledgment and processing.
- Develop a plan for enhancing the School's planned giving program, *Lamp of Learning Society*, to encourage long-term financial support.
- Develop and implement a plan to increase alumnae and parent support and involvement.
- Develop and maintain an alumnae directory.
- Organize alumnae events, collect news and information about alumnae for publication; keep accurate alumnae records.
- Work in cooperation with other school departments, especially with the Head of School; cooperate with other departments/leadership to leverage relationships and maximize the use of resources. (e.g. marketing and communications, admissions).
- Relentless pursuit of cross-functional teaming to ensure the various departments of the School are synergized to maximize success and quality.
- Develop and implement strategies to promote the school's mission and vision internally and to the broader school community.
- Create a strong stewardship plan and matrix that ensures that all donors are thanked accordingly and that their gift impact is well documented.
- Manage the donor recognition program with a careful eye on data, stewardship and donor-centric approaches that create standard operating procedures for the School's long-term success.
- Oversee the database management of the Development Office in coordination with the School's Business Office to ensure financial statements are timely and accurate.

## **Candidate Qualifications**

- Demonstrated passion for the mission and culture of Holton-Arms.
- Interest in knowing and understanding the School's culture and future aspirations; able to see the larger picture while immersing oneself in the daily and robust calendar of Holton-Arms.

- Proven track record of successful fundraising; including annual giving, major gifts, volunteer management, and capital campaign execution.
- Inspiring and seasoned manager of people who is comfortable offering feedback and committed to growing leadership amongst colleagues.
- Minimum of ten years of relevant experience.
- Knowledge of gift acceptance policies and procedures.
- Familiarity with Blackbaud Raisers Edge, Veracross, WealthEngine, or similar database systems.
- Strong working knowledge of Microsoft Office products.
- Ability to build strong, long-term relationships with donors and converse with prospects in a thoughtful and donor-centered manner.
- Proven track record of building and fostering relationships to leverage the School's needs and donor's interests in order to elevate and strengthen an organization's funding priorities, with a contagious passion for doing so.
- Excellent presentation skills.
- Exceptional oral and written communication skills, including strong editing skills and high attention to detail.
- Impeccable integrity in dealing with colleagues, sponsors, and students.
- Entrepreneurial style of leadership and experience which accepts responsibility for all tasks related to advancing the school's mission and creating a strong culture of philanthropy.
- Ability to develop and manage the development department's budget.
- Enthusiastic and positive personality.
- CFRE certification preferred.
- Independent school experience preferred.
- Bachelor's degree.

## **Benefits**

- Health and Dental Insurance.
- Flexible Spending Accounts.
- Life Insurance and Short and Long Term Disability Protection: Provided by Holton at no cost to the employee.
- Retirement Savings Program: Eligible employees may begin deferring into their retirement savings the first of the month after their start date. The school provides a generous match and non-elective contribution for all

eligible participants. Principal Financial is our plan record-keeper and offers a robust lineup of investments.

- Direct deposit and Credit Union Accounts
- Parental Leave: Six weeks of fully paid parental leave.

**Working in an independent school provides employees with some unique and exciting benefits. Some of these include:**

- Tuition Remission and Financial Aid for Children of Employees: All full-time employees' daughters will be eligible for tuition remission and may also apply for financial aid. Landon School has approved a reciprocal policy for the sons of Holton-Arms employees who enroll at Landon.
- Discounted Creative Summer Program: Children of full-time faculty and staff may enroll at a discounted rate.
- Lunch is provided in the School's Dining Room every school day to faculty, staff, and students.
- Healthy Work Environment: Faculty and staff have access to wellness programs, exercise facilities, tennis courts, the pool, and smoke-free facilities.
- Abundant Vacation Time: Faculty follow students' vacation schedules, which include two weeks off in the winter, one week for spring break, and summer vacation. Staff enjoy the same vacations during the school year, plus additional vacation time since staff work through the summer.
- The estimated annual salary range for this position is \$220,000-\$250,000. The final salary offer will be commensurate with experience, credentials, and benchmarking.

## To Apply

Application Deadline: February 4, 2025. Interested candidates should submit a resume and cover letter as well as the names and contact information of five professional references. Please note that strong candidates may be considered before the application deadline. Candidates should send a current resume, and cover letter specific to this opportunity.

Candidates should submit a small sample of work products created in collaboration with other areas of an organization to show a case for fundraising and implementation of stewardship initiatives.

Please email or mail these materials to Kathryn Dineen at [kathryn.dineen@holton-arms.edu](mailto:kathryn.dineen@holton-arms.edu).

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