



TITLE:

POSITION SUMMARY:

DIRECTOR OF ADVANCEMENT

The Director of Advancement assists the principal in the administration of marketing, branding, and fund development. He/she will oversee enrollment and retention events and communication at the school level. He/she will also build and strengthen donor relationships within the St. Ann community and the broader community, with an emphasis on expanding philanthropic support to include alumni, former families, grandparents, parishioners, and community partners.

The Director of Advancement also assists the principal with a range of tasks necessary for the effective growth of the school, including serving as a support to the School's Leadership Council (SLC).

REPORTS TO:

Principal

TERMS:

Non-Exempt/Hourly

SKILLS AND QUALIFICATIONS:

The Director of Advancement will have a wide range of skill sets including fund development and donor relations, enrollment strategy, marketing, communications, managerial skills, strong interpersonal communication skills, and the ability to collaborate well with a range of stakeholders. He/she will work effectively with the principal, faculty/staff, and with the school community.

The Director of Advancement possesses the ability to identify challenges and to design and implement solutions. He/she also shows willingness to learn new digital programs and work with a wide range of software. Excellent written and verbal communication skills are also required. The ability to build authentic relationships with donors, prospective donors, alumni, families, and community partners is an essential component of the position.

CATHOLIC CULTURE BUILDING RESPONSIBILITIES

The Director of Advancement is a key ambassador of the Catholic mission and culture at St. Ann Catholic School. This role is integral in reflecting and promoting our unique Catholic identity, as part of both the larger MACS system and the Diocese of Charlotte.

1. Ensure all communications, both internal and external, embody the Catholic mission and values of St. Ann Catholic School. This includes newsletters, social media posts, recruitment materials, and any other form of communication associated with the school.
2. Advocate for the distinct charism and unique mission of St. Ann Catholic School within the MACS system and the Diocese of Charlotte, highlighting our unique identity while contributing to the larger Catholic mission.
3. Collaborate with the school leadership and faculty to incorporate Catholic teachings and St. Ann Catholic School's specific charism into all school activities, programs, and events.
4. Develop and implement strategies for integrating our Catholic identity into the school's branding and visual identity, including the use of our logo and other religious elements.



5. Educate and inspire others, including current and prospective families, donors, alumni, and community partners, about the Catholic mission and culture of St. Ann Catholic School, drawing them into active participation and support.

PERFORMANCE RESPONSIBILITIES:

Admissions and Marketing

1. Coordinate school recruitment events.
2. Seek out and attend local community fairs and recruitment opportunities.
3. Serve as liaison between prospective families, the school, and the MACS admission and marketing team.
4. Manage all retention efforts of current families through conducting surveys, re-enrollment incentive programs, exit surveys.
5. Coordinate with CSO and MACS Admissions and Marketing to execute enrollment and retention initiatives.
6. Respond to all requests for information from prospective and enrolling families via phone and digital media.
7. Coordinate the annual Open House and other events for prospective families.
8. Assist families with acquiring scholarships, funding, and other opportunities available to families in need.
9. Work with current families on getting documents translated to ensure a true, whole child experience regardless of language barrier.

Communications

10. Prepare communications including weekly newsletter and oversee its distribution to school population.
11. Work with teachers to ensure regular and effective classroom communications for various student populations.
12. Submit press opportunities to the Diocesan Director of Marketing and Enrollment.
13. Oversee website administration and regularly update content, photos, and videos.
14. Oversee school's social media accounts, preparing a social media calendar, posting, and taking photos/videos.
15. Responsible for the integrity of the school's brand and ensuring the brand is consistent.
16. Provide staff and volunteer committees with guidance on how to position the school including color schemes, hashtags, and mottos.
17. Create print and digital communications and determine the best strategy to distribute these communications.

Fund Development

18. Work with the principal and director of development for Catholic Schools on fund development programs like the annual fund, major gifts, planned gifts, and community events.
19. Manage donor database including gift entry, gift acknowledgment, and reporting.
20. Build and strengthen a strong donor base with current families, grandparents, alumni parents, alumni, former families, parishioners, and community partners, with an emphasis on developing long-term donor relationships beyond the current parent population.
21. Explore and pursue alternative funding opportunities, including grants.
22. Work with auxiliary organizations, such as the PTO, on fund development collaborations and opportunities to engage the broader St. Ann community.



CONFIDENTIALITY STATEMENT:

As an employee of St. Ann Catholic School, I understand that I will work with sensitive and confidential information. Personnel and student information is not to be discussed with anyone except as required in the discharge of my assigned duties. I will exercise appropriate discretion and the sensitivity required within a small community. I will not access or discuss confidential information, for any reason, other than those necessitated by tasks assigned as part of my job.

TO APPLY:

For more information and to apply, please send a cover letter and resume to Celene Little, Principal, at cflittle@stannschool.net