



# Director of Development Job Description

September 2017



## **MISSION:**

"We educate the heart, mind, body, and soul of the student and develop the potential in each, giving glory to God."

## **REPORTS:**

Direct Manager: School Principal

Guidance & Inspiration: Disciples of the Hearts of Jesus and Mary

## **TYPE:**

Exempt, Full-time, Salary plus Incentive Pay, 40+ hours per week

Able to work flexible schedule as necessary (nights, weekends)

## **JOB PURPOSE:**

St. Mary Catholic School is seeking to change and improve our model of marketing and funding for the organization. Working under the guidance of the School Principal, the Director of Development will increase the funding and, therefore, the sustainability of St. Mary Catholic School. This will be accomplished by creating and maintaining relationships, ensuring a more visible presence in the local community, creation and implementation of a strategic approach to major fundraising, and development of an alumni association.

## **GOALS & OBJECTIVES:**

The Director of Development is the advancement point person for St. Mary Catholic School and their goal will be to grow and improve our sustainability through:

- Fundraising
- Development
- Advancement

## **DUTIES & RESPONSIBILITIES** (to include but not limited to):

### **Fundraising:**

- Collaborate with School Principal/Pastor in preparation of annual fundraising projections, including the creation of work plans with targets, objectives and goals
- The Director will collaborate with HSA to make sure all fundraising is coordinated to avoid overlap of projects or events
- The Home & School Association (HSA) parent organization will take the lead in fundraising for specific items or needs of the school on a more basic level

### **Development:**

- Develop an annual calendar to cover all crucial development issues
- Assume personal responsibility for relationships with a designated number of donors, undertaking direct individual donor solicitations as appropriate with support from the School Principal/Pastor
- Develop relationships with existing and prospective school families, parish families and local businesses for the purpose of cultivating individual donations and sponsorships



- Actively solicit and close monetary gifts
- Report impact of development efforts on a monthly basis to School Principal/Pastor
- Liaison to other staff and committees/councils as needed to ensure that communication is clear and consistent

**Advancement:**

- Communicate the vision of the school to existing and potential donors
- Implement a structured program to foster and cultivate strong long-term relationships with targeted donor constituencies (i.e. development of Alumni Association)
- Through Estate Planning, large corporate and private donations, etc., increase the start-up Tuition Assistance Fund to a sustainable amount (\$500,000 goal)
- Attendance at 20 or more scheduled evening events per year (i.e. private dinners, major fund raisers, networking opportunities, etc.)
- Cultivate relationships with neighboring parishes to help increase enrollment
- Coordinate visits by the School Principal/Pastor with major gift prospects, donors and key events as appropriate.



**TECHNICAL SKILLS & KNOWLEDGE PROFILE:**

- Bachelor Degree in Business, Non-Profit Management or related field preferred
- Demonstrated experience in marketing and public relations
- Demonstrated proficiency in fundraising
- Ability to interact and collaborate with staff, school parents and parishioners
- Excellent written and oral communication skills
- Proficiency in the use of MAC and Google Chrome software

**PROFILE FOR SUCCESS:**

- Team player, inclusive and flexible, energetic and fair minded; confident in expressing opinions, employing sensitivity to opinions of others
- Displays creative initiative, strong organizational skills, is resourceful and willing to take charge
- Confident yet collegial; flexible in balancing immediate needs with long-term goals
- Self-starter who can work independently and collaboratively; hard worker with high energy and willingness to work hands-on in developing and executing a variety of development and advancement activities

As all Archdiocesan employees represent the Roman Catholic Church, they are expected to conduct themselves per the teachings, goals and mission of the Church in performing their work. Every employee of St. Mary Catholic Parish and School is expected to model virtue and justice:

- The employee is expected to be a practicing Catholic in good standing with the Catholic Church and an active member of a Roman Catholic Parish
- Create a warm, welcoming, positive and cheerful workplace for both staff and parishioners
- Maintain confidentiality in all aspects of the job, fostering respect and dignity of all
- Embrace a spirit of docility, obedience, and accept the leadership and vision of the Pastor
- Demonstrate reliability, punctuality and personal integrity
- Adhere to business professional dress code

*Signatures and Approvals*

<p>Review and Approval:</p> <p>Pastor: _____ Date: _____</p>
--

<p><b>ACKNOWLEDGEMENT AND APPROVAL:</b></p> <p>Name: _____ Date: _____</p> <p>Manager: _____ Date: _____</p>
--