

Loudonville Christian School

Advancement Director

Supervisor: Head of School

Evaluation: Head of School

Position Purposes:

1. While under the general supervision of the Head of School, create and execute plans for the solicitation of stewardship gifts raised as non-tuition income, particularly those capital funds needed for school projects and expansions as approved by the Head of School and LCS School Board.
2. Coordinate with the Head of School with respect to various public and media relations.
3. Coordinate and oversee all fundraising efforts and coordinate with the Head of School with respect to constituent information and development of an integrated communication plan that supports the school's mission and objectives.
4. Initiate and write grants to help support the Mission and Vision of Loudonville Christian School.
5. Provide direction and oversight for special events, parent/alumni relations, marketing and estate planning.
6. Cultivate Capital District relationships with local businesses for student Internship placements.

Essential Job Responsibilities:

1. Fund Raising/Fiduciary:

Develop and implement an action plan that will successfully carry out and report on non-tuition financial goals, including but not limited to: Annual Fund, Golf Tournament, Major Donor/Planned Giving Initiative, Corporate Giving, and Grants.

- Coordinate all fundraising activities internal and external, at the Head of School's discretion, to ensure that all solicitations are appropriate and timely with regard to major gift prospects.
- Supervise the Special Event Coordinator as he/she executes an action plan for the Annual Golf Tournament and *Treasures of the Heart* Auction through mailings, sponsor and vendor solicitation, day of event activities, and post-event collection and evaluation.
- Coordinate with the Head of School and Executive Business Administrator planning, designing, and implementing a total program for information tracking, consisting of storage of information, data viewing, and access and reporting, and retrieval and segmentation.
- Coordinate with the Executive Business Administrator the policies and procedures for receipting, acknowledgments, reporting, solicitation, and pledge management to ensure efficient and effective flow of information into and out of the Advancement office.

2. **Marketing:**

Assist the Head of School in promoting a unified image of the school through advertisement, public relations, promotion, website and printed material to market the school and its mission.

- Oversee the Public Relations' department budget.
- Coordinate with the Head of School on LCS' public and media relations.
- Develop branding guidelines to be used for the purpose of internal and external branding recognition.
- Coordinate with the Head of School communications with the public associated with the school, including all press releases for various school events.
- Follow up on all referrals and responses to marketing efforts in a timely manner and in the most personal way possible while planning, organizing, and promoting programs to build strong relationships with the community, churches, corporations, and foundations.
- Be responsible for overseeing and monitoring the LCS web site content and management.
- Be responsible for development related articles for the *BEACON* in conjunction with Principal and Head of School.

3. **Donors:**

Identify prospective donors and qualify those who are most likely to have both the interest in and capability of making planned gifts to the school.

- Cultivate relationships with Capital Region businesses in order to promote and partner with them for our LCS' student Internship Program. In addition, this position will serve to initiate student placements and oversee the quality of the Internship Program.
- Coordinate with the Head of School for the production of all printed materials needed to inform donors of the need for non-tuition income.
- Develop and prepare planned gift proposals with the aid of estate planners.

4. **Alumni**

Develop and oversee development strategies to reach target constituencies such as alumni, parents of alumni, and volunteers.

- Cultivate relationships with LCS alumni
- Maintain updated contact information
- Establish Alumni events

5. **Administrative Leadership Team**

- Attend bi-monthly meetings with Leadership Team, or when required
- Attend Development Committee meetings once a month

6. Represent the school in other ways as requested by the Head of School.

Qualifications and Expertise:

1. Christian believer who subscribes wholeheartedly to LCS's mission.
2. Significant experience in development or related field.
3. Preferred a four-year college degree or relevant experience can be substituted.
4. Thorough command of the English language including excellent spelling, grammar, punctuation, form, syntax and composition.
5. Knowledge and ability to use all appropriate office technologies.
6. Good interpersonal communication skills.
7. Ability to prepare and make public presentations.
8. Self-starting, able to work without direct supervision.
9. Excellent organizational and time management skills.
10. Able to maintain confidentiality and work with discretion where appropriate.
11. Exhibit leadership skills.