



Date Posted: July 29, 2020

Send resume to: Southtowns Catholic School
2052 Lakeview Rd.
Lake View, NY 14085
Att: Marc Bandelian, Principal
mbandelian@southtownscatholic.org

Type of Employment: Full-Time: Part-Time: If part-time, # of hours per week _____

Job Title of Open Position: Advancement Director

Salary: Commensurate upon experience/education

Employer: Southtowns Catholic School

Location Address: 2052 Lakeview Rd. Lakeview, NY 14085

Employer website: www.southtownscatholic.org

Job Description

Position summary: The Advancement Director reports to the principal and is responsible for the overall planning, management, coordination and evaluation of the enrollment management, development, communications and constituent/public relations programs of the school — activities that create a supportive climate for enrollment and fundraising. This is all in an effort to provide sufficient resources to insure the school can be sustainable and achieve its mission.

Essential Duties of the Position: The following duties reflect the types of work this position requires with or without reasonable accommodations.

Essential Duties of position: Percent of time serves as advancement support to the school.

GOVERNANCE AND STRATEGIC PLANNING-10%

- Promotes understanding, acceptance and support of the mission statement and objectives of the school
- Sets priorities to meet annual goals
- Works closely with the principal or advancement committee to set and achieve goals and objectives

ENROLLMENT MANAGEMENT-25%

- Responsible for the planning, management and implementation of the marketing, recruitment and retention of students. This includes, but is not limited to open houses, school visits, tours and re-registration
- Works closely with key volunteers, coordinates the external and internal marketing efforts and initiatives that attract and retain students in sufficient numbers to support the programs of the school

- Works in conjunction with other school staff to plan, collect and organize data, make projections and report enrollment management data to principal and committees as requested

DEVELOPMENT-20%

- Responsible for the planning, management and implementation of a multi-level annual fund and/or major gift program and relationship building initiatives
- Makes recommendations to principal or advisory council for improvement to enrollment management plan and/or fund raising efforts to help school meet Diocesan funding guidelines (Guidelines are: 60% of budget from tuition, 25% from fund raising and 15% from Diocesan subsidy)
- Educates and engages key volunteers (i.e. Home School Association or equivalent) in implementing mission based fundraising . With the goal of attaining the 60/25/15 diocesan fund raising goal
- Works to create and support a culture of philanthropy within the school
- Plans, manages, and implements prospect identification, cultivation, solicitation and stewardship for annual giving and major gift campaigns, and special events

COMMUNICATIONS -15%

- Responsible for setting and maintaining professional writing and design standards for school communications plan. This includes, but is not limited to:
- Print publications including school newsletter/magazine, marketing materials, giving program brochures, and direct mail pieces
- Electronic communications including website email and social media
- Responsible for media relations including advertising and press releases in local newspapers, WNY Catholic and CAP team for media coverage of school events

CONSTITUENT RELATIONS- 10%

- Responsible for alumni events this includes but is not limited to: reunions, special masses, and alumni/school athletic and social events
- Identify, recruit, and engage volunteers including: prospects, parents, alumni, grandparents, parishioners, clergy, students, faculty and administrative staff, etc.
- Responsible for volunteer planning and management
- Works closely with the school board, staff and volunteers to assist them in their activities

OPERATIONS-15%

- Database management: responsible for database oversight and management as it relates to enrollment management and development, especially the updating and maintaining of the alumni database
- Understands general office processes and procedures

OTHER DUTIES AS ASSIGNED-5%

Role as Team Leader: Serves as a team leader to others; responds to standard procedural questions and reports problems/issues falling outside of the standard procedures to principal and/or others as appropriate with strict confidentiality.

Qualifications: Degree Requirements/Experience

- Bachelor's degree in related field strongly preferred.
- Experience in enrollment management, development, sales, marketing, communication, public relations and/or volunteer management. Experience in a parochial or not-for-profit environment preferred.

Desired Skills

- Belief in and support of the school mission, communicates a passion for Catholic elementary education; demonstrated leadership and effectiveness in developing and accomplishing organizational goals; ability to build a team, demonstrated ability to recruit and manage volunteers; strong written, spoken and interpersonal communication skills, ability to conceptualize and execute strategic plans, ability to interact confidently and effectively with all stakeholders including but not limited to: school staff, school and parish administration, students, parents, donors, parishioners, the media, the community and alumni.

E.O.E.

How to Apply: By Mail E-Mail Fax as above, no later than _____

Please include: Résumé, [employment application](#) and [teacher application supplement](#) (if applicable)