



## Woodlawn School

**Job Title:** Director of Advancement

**Reports To:** Head of School

**Job Status:** Full-time    Hours: 40/week                      Exempt

### **Job Summary:**

Woodlawn School's Director of Advancement is responsible for overseeing and managing the school's development, marketing/communications, and admissions programs. The Director of Advancement reports to the Head of School and will be responsible for ensuring a viable, diverse, innovative, and sustainable revenue base to support both the short-term and long-range objectives of Woodlawn School.

### **Essential Functions:**

- Serve on Woodlawn School's leadership team as a strategic leader with shared responsibility for the health and growth of the school.
- Build a team of professionals and volunteers to meet the advancement needs of Woodlawn School.

### **Development**

Develop and execute a comprehensive fundraising/development plan and program to sustain and annually increase charitable funding.

#### Tasks:

- Identify, cultivate, and enhance major gift relationships.
- Develop and implement a Planned Giving Program.
- Create strategies and tactics for the annual fund, foundation and corporate grants, special events, and direct mail.
- Oversee the acknowledgement of gifts/donations and implement an effective stewardship program that cultivates future giving.
- Monitor the school's fundraising data base, software and support system to ensure high-level record-keeping and reporting.
- Develop and oversee the implementation of a plan for volunteer engagement as it relates to the Boosters Club and Parent Connection.
- Develop the framework and mechanisms needed to enhance the school's relationship with its Alumni and their parents.

### **Marketing and Communications**

Oversee the creation and implementation of a comprehensive marketing, communications and community relations plan to ensure Woodlawn School has a clear and consistent message and greater brand awareness in the community.

#### Tasks

- Ensure all marketing and communications articulate proper content and image of Woodlawn School across all mediums

- Oversee production processes across all communication mediums, ensuring timely delivery and quality in presentation
- Oversee the development and collection of content for use in marketing and communications activities

### **Admissions**

Leads, manages and evaluates the student enrollment process. Provides creative oversight, in keeping with the school's mission, to proactively attract and enroll mission appropriate students.

#### Tasks:

- In conjunction with the Head of School and Division Heads, develop and evaluate screening process for both mission appropriateness and academic readiness.
- Develop a detailed one to three-year marketing plan to target, nurture, enroll mission appropriate students.
- Establish recruitment strategies to draw mission appropriate families
- Respond to all new student inquiries with the goal of cultivating relationships of all mission appropriate families.
- Provide tours of campus and train volunteers to provide tours of campus
- Work with Head of School and Division Heads to schedule interviews for prospective families
- Educate and enlist faculty and staff to assist where needed in the admission process.
- Establish, maintain, and evaluate appropriate systems to facilitate family visits, student testing, and interviewing.
- Keep and maintain appropriate records and admission statistics throughout the enrollment process to monitor effectiveness of the admissions process.

### **General**

- Seek opportunities for professional growth and development. Stay knowledgeable about emerging issues, trends and opportunities in philanthropy, admissions and communications
- Assist with the development of the Annual Operating Budget and ensure adherence to the approved budget spending.
- Perform other related and assigned duties as necessary.

### **Professional Qualifications:**

- Bachelor's Degree
- 5 – 7 years of experience in marketing, communications, fundraising, and administration with a personal commitment to working in a K – 12 independent school.

### **Knowledge, Skills, and Ability:**

- Demonstrated experience in leading or supporting successful development and fundraising initiatives and/or success in leading independent schools to healthy enrollment.

- Proven track record in major gifts fundraising.
- Outstanding communication skills (written and oral), ability to present to management, public groups and major donors.
- Proficient computer skills including Google G Suite, Excel, Word, Power Point, and donor database software.
- Demonstrated capacity for creating and maintaining strong, positive relationships and for cultivating a caring and equitable environment for our staff, volunteers and most importantly our school family.
- Strategic, visionary and agile with an unwavering commitment to the mission.
- Strong leadership ability, high energy, and team orientation.
- Strong project management skills

**Leadership/Management Responsibility:**

Oversees the Advancement Department. Positions include:

- Advancement Administrative Assistant (future)
- Associate Director of Advancement (in place)

NOTE: This is not necessarily an exhaustive list of all responsibilities, skills, duties, requirements, efforts or working conditions associated with the position.