

SUPERVISOR: Principal and Catholic School Department Liaison

JOB SUMMARY: The advancement director works closely with the principal and others to ensure the long-term stability of the school by building relationships with a variety of stakeholders. The director will lead and create structures to support admissions and marketing to increase enrollment, advance fundraising, and actively promote the school to the community at large for numerous school sites.

ESSENTIAL FUNCTIONS: Applies the professional skills and knowledge of a specialized field and following the specific responsibilities to perform work using considerable judgment.

Responsibilities (*ADs will work with individual principals, Regional Directors, and other members of the Catholic School Department to prioritize*):

- Support principal with enrollment management
 - Oversee and guide implementation of best practices in enrollment management, such as enrollment funnel and prospect communications
- Oversee direct and indirect marketing efforts of the school, such as:
 - Guide and collaborate with a committee of skilled advertising and marketing professionals to assist with the schools' marketing efforts
 - Develop and communicate a broad marketing strategy of the school
 - Content creation of marketing materials
 - Analyze and understand regional demographics
 - Knowledge and capacity to manage various social media platforms
- Cultivate relationships with stakeholders, such as:
 - Community-building events and communication
 - Maintaining and developing databases and donor management systems
 - Support the Catholic School Advisory Committee in areas of marketing, enrollment and fundraising
- Ensure the creation, implementation, continuation, and growth of the alumni community, such as:
 - Develop, maintain, and expand the alumni database, which includes alumni, current parents, grandparents of current students, founding families, school connected parishioners and other stakeholders
 - Develop opportunities for parents, grandparents, alumni, parishioners, and other stakeholders to participate in the fundraising and volunteer programs of the school
- Develop, implement, and monitor progress towards short and long-term fundraising strategies and goals
- Coordinate the Annual Giving Program and Planned Giving Program
- Conduct and collaborate on school site-based assessment
- Oversee, evaluate, and manage all processes, procedures, programs, budgets, and

events for a strong return on investment

MINIMUM QUALIFICATIONS:

Education: Bachelors Degree

Experience: Marketing and advancement experience required. Experience with building strong relationships with all necessary stakeholders required.

Skills / Knowledge:

- Practicing Catholic with general knowledge and understanding of the Catholic Church
- Confirms knowledge of the Church's mission in the Diocese of Sacramento
- Quickly establishes rapport, relates to a variety of personalities and cultures, works independently, and maintains strict confidentiality and professional ethics
- Leadership skills to recruit and motivate parents and to run and lead meetings
- Possesses professional temperament and appearance
- Must be able to collaborate with other Advancement Directors, principals, members of the Catholic School Department and other stakeholders
- Complies with all workplace policies contained in the Diocese of Sacramento Lay Personnel Handbook, including but not limited to employee standards of conduct, policy against harassment, electronic communications policy, and social media policy
- Displays excellent written and verbal communication skills
- Demonstrates proficiency in Google Suite and other online management programs, and in technology usage and applications, such as Word and Excel
- Demonstrates project management, organization, delegation, and prioritization skills.
- Shows aptitude for effectively analyzing information
- Ability to work non-standard hours with flexible availability
- Ability to work independently and with a sense of immediacy
- Has knowledge of digital online content creation
- Ability to display the flexibility to integrate into the various diverse school culture
- Be able to read situations, individuals and, groups accurately and apply the appropriate influencing skills while building and maintaining relationships