



JOB DESCRIPTION

Assistant Director of Advancement

Employer	St. Ignatius of Loyola Catholic School
Reports To	Director of Advancement
Terms	1 Year work agreement
Position FTE	100%
Date Published	April, 2023
FLSA Status	Exempt

SUMMARY

St. Ignatius Catholic School strives to employ an individual whose response to God's invitation is to work in a Catholic educational setting. The Assistant Director of Advancement is a member of the St. Ignatius Catholic School Advancement Department. This position will report regularly to the Director of Advancement. The Assistant Director of Advancement plays a key role in assisting the Director of Advancement in implementing strategies related to fundraising, admissions, marketing, and alumni development. This is a full-time exempt position with benefits.

St. Ignatius Catholic School strives to employ an Assistant Director of Advancement who is a practicing Catholic, is willing to pledge an Oath of Fidelity to the Magisterium, and will serve as a joyful role model of all that is good, true, and beautiful within the St. Ignatius community. The Assistant Director of Advancement is expected to model behavior consistent with the St. Ignatius Catholic School mission, vision, and core values.

PRIMARY RESPONSIBILITIES

Planning

- Help write, execute, and review an annual Advancement Plan that includes enrollment, marketing & communications, and fundraising
- Review and help prioritize workflow to ensure the most effective and efficient use of available resources
- Establish or update policies, procedures, and protocols required to ensure best practices of an Advancement Department
- Assist with scheduling meetings with potential donors, alumni, board members, etc.
- Coordinate & communicate Alumni meetings
- Manage portfolio of donors to include individuals, foundations, and corporations to meet annual Fundraising Plan goals.



- Assist in identifying and implementing event timelines, budget, and logistics for all fundraising events

Marketing/Communications

- Work with the Advancement Team to build a Communications Plan to promote marketing and enrollment related activities and events (e.g. website, email, print, and social media)
- Coordinate with the Graphic Designer on all school communications channels (e.g. Website, Social Media, Newsletter, Bulletin Inserts, marketing brochures / materials, Annual Report, etc.)
- Coordinate with the Graphic Designer all publications of major school events and activities (e.g. Catholic Schools Week, Discover Catholic Schools week, Grandparents/Special Person's Day, assemblies, Christmas Program, Parade, etc.).
- Work with parish staff on mutually beneficial marketing and communications efforts (e.g. share info. that is relevant to both parish and school communities)
- Coordinate publications for achievements of our school and individual students
- Develop and manage a library for all advancement collateral pieces
- Maintain a production calendar for marketing materials
- In cooperation with the Advancement Team:
 - Assist with the creation of marketing materials to keep donors informed of needs, fundraising programs, and activities, and opportunities to give including the school's annual report and email
 - Build a library of informative, engaging and relevant blog messages for current/prospective donors/alumni
 - Create all communications including e-newsletters, social media, and mailers

Alumni Engagement

- Develop, coordinate, implement, and evaluate programs and projects to promote Alumni Engagement.
- Assist in the oversight and evaluation of the alumni engagement strategy using metrics and benchmarks that increase alumni participation and related communication newsletters
- Maximize the use of Raiser's Edge in order to improve alumni outreach
- Gather alumni information and success stories to support effective research and the celebration of alumni accomplishments.

Events

- Collaborate with Advancement & Administrative team to support and plan fundraising events (i.e. That Chili Thing, Gala, etc.)
- Assist in the management of the events including, but not limited to, ticket sales, securing sponsors and donations, promoting events, soliciting raffle and auction items, creating guest lists, managing check-in stations, etc.



Misc. Duties

- Assist with the development and managing of various portions of the Advancement budget
- Organize promotional events (student and community) and coordinate day-of events
- Report regularly to the Director of Advancement on the qualitative and quantitative status of department goals
- Serve as St. Ignatius staff representative on the Home & School Association
- Other duties as assigned

Evaluating

- Check completed work for accuracy and completeness
- Recommend changes in procedures and protocols intended to increase effectiveness and efficiencies

DESIRED SKILLS

- Routinely reliable
- Solid organizational skills and meticulously attentive to details
- Ability to accurately take direction and work independently
- Excellent written and verbal communication skills
- Possess strong time management skills and meet tight deadlines
- Work well while multi-tasking in a fast-paced environment
- Sound decision-making and problem-solving skills
- Effective conflict management, and decision making skills
- Ability to maintain confidentiality as necessary
- Highly computer literate with experience in email, MS Office, Google Suite and related business and communication tools; Graphic design experience preferred

QUALIFICATIONS

- Prior professional experience in marketing, communications, enrollment, admissions, alumni, fundraising, and event planning
- Background in Catholic School environment preferred
- Prior to hire, must complete requirements from the Diocese of Green Bay Office of Safe Environment including VIRTUS training and background check

PHYSICAL REQUIREMENTS

- Work is typically performed in an inside, temperature-controlled environment
- Continuously requires vision, hearing, communicating
- Frequently requires fine dexterity, periods of sitting, working at a computer
- Occasionally requires standing, walking, lifting, carrying, reaching, kneeling, pushing, pulling, bending, climbing, and the like
- Must be able to lift up to 15 pounds at a time



- Prolonged periods of sitting at a desk and working on a computer
- Must be able to access and navigate all areas of the school and other facilities as needed

MISSION-ALIGNED MEMBERS OF THE ST. IGNATIUS CATHOLIC SCHOOL COMMUNITY:

- Are committed to working in a Catholic classical school setting
- Respect, live, and promote the Catholic culture and ethos within
- Represent St. Ignatius Catholic School joyfully and professionally
- Participate collegially in our Christ-centered, mission-minded environment
- Treat confidential materials/information with the utmost professionalism, in keeping with the Catholic virtue of prudence
- Seek opportunities for personal professional development in accord with one's role
- Demonstrate compliance with policies, protocols, procedures, directives, and core values as outlined in policies of the Green Bay Diocese, the St. Ignatius Catholic School Staff Procedural Manual (and other school handbooks as applicable)

Employee Signature _____ **Date** _____