



JOB DESCRIPTION

Director of Advancement

Employer	St. Ignatius of Loyola Catholic School
Reports To	System President
Supervises	Advancement Team
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 Director of Advancement is a member of the St. Ignatius Catholic School Advancement Department. This position will report regularly to the System President. The Director of Advancement 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 ensure the school can achieve its mission.

St. Ignatius Catholic School strives to employ a 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 Director of Advancement is expected to model behavior consistent with the St. Ignatius Catholic School mission, vision, and core values.

PRIMARY RESPONSIBILITIES

Planning & Reporting

- Responsible for the planning, management, and implementation of all aspects of a comprehensive advancement plan (including, fundraising, enrollment, marketing, and alumni development initiatives)
- Strategize regarding and implement efforts to secure new and untapped resources
- Draft annual and special appeals to build individual giving base
- Assist with the growth of the endowment fund
- Plan, manage, and implement annual giving, major gifts, and events (including, but not limited to prospect identification and research, cultivation, solicitation, gift processing, acknowledgments, and stewardship)
- Work to create and support a culture of philanthropy within the school

*Mission: We will meet the unmet demands of our students and families for a Catholic classical education to form a joyful community of disciples of Christ.
Vision: As a Catholic community, we will increase the number of virtuous leaders, thinkers, and intentional disciples of Christ working to rebuild our culture.*



- Responsible for the Growth Pillar within the school's strategic plan providing monthly reports to the board on the KPI progress.

Enrollment Management

- Responsible for the planning, management, and implementation of the marketing, recruitment, and retention of students (including, but is not limited to open houses, campus visits, tours, re-registration, literature creation, social media posts, etc.) Requires working directly with Administration for Admissions
- Work closely with key volunteers, coordinating the external and internal marketing efforts and initiatives that attract and retain students in sufficient numbers to support the programs of the school
- Plan, collect data, make projections, and report enrollment management data

Development

- Responsible for the strategic planning and oversight, management, and implementation of all fundraising and friend-raising initiatives
- Plan, manage, and implement annual giving, major gifts, and events (including, but not limited to prospect identification and research, cultivation, solicitation, gift processing, acknowledgments, and stewardship)
- Educate and engage key volunteers (i.e. Home & School Association and Athletic Association) in implementing mission-based fundraising
- Work to create and support a culture of philanthropy within the school

Governance and Strategic Planning

- Promote understanding, acceptance, and support of the vision and mission statements, and objectives of the school
- Work with Partners in Mission as one of the key contacts for the Strategic Planning initiative
- Set priorities to meet annual goals

Communications

- Responsible for overseeing the setting and maintenance of brand standards for school communications including, but not limited to:
 - Print publications including school newsletters, e-newsletters, annual report, marketing materials, giving program brochures, and direct mail pieces
 - Electronic communications including website and email
 - Frequent interactive social media posts: Facebook, Instagram, Twitter, etc.
 - Media relations including advertising and press releases in local newspapers, and local media coverage of school events

Constituent Relations

- Identify, recruit, and engage volunteers including prospects, parents, alumni, grandparents, clergy, students, faculty, administrative staff, etc.



- Volunteer planning and management
- Building relationships with the three parishes
- Work closely with the Board of Trustees, staff, and volunteers to assist them in their activities
- Work to build an alumni network
- Seek third-party recognitions, grants, special funding, etc.

Operations

- Database planning including data acquisition and management
- Database management including overseeing the management of databases as it relates to enrollment management and development, especially the updating and maintenance of the alumni database
- General office processes and procedures
- Other duties as assigned by the System Administrator

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 on-site, 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, etc.
- 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** _____