



Position: Advancement Director

Location: Impact Christian Academy

Position Type: Full-time

About Impact Christian Academy: Impact Christian Academy is a K-12 school that provides a nurturing, Christ-centered educational environment. Our mission is to support the academic, spiritual, and emotional growth of each student, preparing them for success in life and leadership in their communities. We are currently looking for an enthusiastic and qualified Advancement Director to join our team and inspire students in grades 6 through 12 to lead healthy and active lifestyles.

Position Overview: The full-time 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 ensure the school can achieve its mission.

Key Responsibilities:

Enrollment Management

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

Development

- Responsible for the planning, management, and implementation of all fundraising and friend-raising initiatives.
- Plan, manage, and implement annual giving, major gifts, and events. This includes but is not limited to: prospect identification and research, cultivation, solicitation, gift processing, acknowledgments, and stewardship.

- Educate and engage key volunteers (i.e. Home & School and Athletics) in implementing mission-based fundraising.
- Works 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.
- Work closely with the advancement committee of the board to set and achieve goals and objectives.

Communications

- Responsible for setting and maintaining professional writing and design standards for school communications. This includes, but is not limited to:
 - Print publications including school newsletter/magazine, 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 local organizations that align with our vision and culture.
- Work closely with the school board, 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: data acquisition and management.
- Database management: oversee the management of databases as it relates to enrollment management and development, especially the updating and maintaining of the alumni database.
- General office processes and procedures.

- Other duties as assigned by the Principal.

QUALIFICATIONS

- Must have experience in enrollment management, development, sales, marketing, communication, and/or volunteer management, preferably in the field of education.
- Ability to appreciate and communicate a passion for Christian education
- Demonstrated leadership and effectiveness in developing and accomplishing organizational goals.
- Ability to build a team, effectively recruiting and managing volunteers.
- Superior communication skills, the ability to conceptualize and execute strategic plans, and the ability to interact confidently and effectively with school staff, students, donors, trustees, school administration, the media, and alumni.
- Working knowledge of Google Apps, Microsoft Office, and the Internet.
- Experience in a Christian education, upper education, or not-for-profit environment is preferred.
- A minimum of a Bachelor's degree in a related field