

FLSA: Exempt

Reporting Functions: Reports to the Head of School

Job Function: Responsible for the development and implementation of comprehensive advancement program.

Duties and Responsibilities:

General Expectations

1. Supervises the Associate Director of Advancement and Alumni Relations assigned to advancement duties.
2. Develops and executes the Advancement plan and budget including the annual Marian Fund, capital campaigns, Pa. Tax Credit program, Alumni Relations and other areas as assigned.
3. Develops and maintains active, positive and productive relationships with members of the community.
4. Maintains a level of knowledge by professional reading, attendance at workshops or conventions and participation in professional organizations.
5. Partner with other staff members to compose and submit grants as needed.
6. Perform any duties as assigned by the Head of School.

Specific Areas of Responsibilities:

Advancement

1. Collaborates with school principal and school staff in the comprehensive planning, implementation and evaluation of school goals, with specific focus on the school's advancement plan. Collaborates with regional/diocesan planning and development efforts, as appropriate.
2. Provide oversight and direction for the school's advancement plan; achieves annual budget goals for revenue and expense.
 - Establishes short and long-range goals and objectives based on the school's plans.
 - Directs the Annual Fund, Major and Planned Giving Solicitations.
 - Oversee efforts to cultivate, solicit and steward Major Gift and Planned Gift donors. Personally cultivate, solicit and steward a portfolio of major and/or planned gift donors. Prepare Principal and other leadership staff and/or volunteers for visits with major and/or planned gift donors and prospects.
 - Directs solicitations and markets the Endowment, which provides opportunities for potential donors to invest in the school through major gifts, bequests and deferred giving.
 - Lead the school's efforts to educate and solicit for monies for the Eastern Pennsylvania Scholarship Program EITC/OSTC and Special Purpose Entity
 - Support and assist with fundraising special events as needed.
 - Promotes Planned Giving Opportunities throughout the year.

3. Provide oversight and direction for stewardship and acknowledgement efforts
 - Works closely with appropriate offices/staff to ensure that all contributions are recorded, deposited, and directed appropriately.
 - Ensures that processes exist so that all donor data is managed and maintained in secure and organized fashion.
 - Ensures that processes exist so that all gifts are acknowledged in appropriate and timely fashion.
 - Build and coordinate a network of volunteers and annual volunteer events.
 - Coordinate the Annual Fund, Capital Campaign, events and any school-related communications requested by the principal.
 - Coordinates the production of the Annual Giving Report reconciled with the Business Office.

4. Provide oversight and direction for the school's Alumni Program
 - Work collaboratively with the Alumni relations Director (volunteer).
 - Strengthen and maintain the alumni database.
 - Assist/support the organization of alumni events as necessary, collection of news and information about alumni for publication and maintenance of accurate records.
 - Provide oversight and direction for an Alumni Program, targeting alumni and parents of alumni.
 - Support the activities and coordinates (when necessary) or assists with the activities of the Alumni Association, which will include reunions, Alumni communications and cultivation events for potential donors.
 - Design, Coordinate and distribute the production of an Alumni newsletter.

5. Attends and contributes to various school committees
 - Contribute to the school's public relations plans of the Board Marketing Committee
 - Serve as an active member of the financial aid committee.
 - Assist with admissions activities as needed.
 - Contribute to the school online "Blue and Gold Insider" newsletter, when requested

Board of Directors Relations

1. Attends and prepares reports are required for the Board meetings.
2. Works with the Advancement, Marketing and Enrollment committees of the board to develop and execute strategies in each area.

Educational Requirements

1. Candidates with an advanced degree are preferred (minimum of a bachelor's degree).
2. Professional certification (CFRE) is a plus.

Other Requirements:

1. Ability to represent the mission, goals and values of Maria Catholic High School and the Roman Catholic Diocese of Allentown.
2. A minimum of three years' experience in planning and administering advancement and fund-raising programs (planned giving, annual giving, or capital campaigns, etc.) of which two have been in a supervisory or management capacity and working with volunteers.
3. Incumbent must have a successful track record in annual appeals, major gifts, and capital campaigns fund-raising.
4. Solid relationship-building skills and ability to work with diverse array of people and personalities under pressures and deadlines
5. Ability to represent the Principal at public functions.
6. Excellent verbal and written communication skills with the ability to work with all levels of management, non-management, and volunteer personnel.
7. The ability to set priorities along with strong organizational skills.
8. Computer literacy required. Experience with donor databases preferred.
9. Strong written and oral communication skills.
10. Valid driver's license.
11. A high degree of credibility, integrity, and self-confidence is essential.

Working Conditions: Normal office environment. Normal work hours are Monday through Friday may vary. However, will be required to work on other than normal workday or weekly schedule to meet with other professionals, donors, alumni, or volunteers. Some travel throughout the region and country required to meet with donors.

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be an exhaustive list of all responsibilities, duties, and requirements.