

Job Description
Pope John XXIII Central Catholic High School and St. Boniface Elementary School
Director of Advancement

Title:

Director of Advancement

Job Summary:

The Director of Advancement must be a person who enthusiastically commits him/herself to the mission of Pope John XXIII and St. Boniface Catholic Schools, which is to educate youth in a Catholic environment and enable them to embrace their Christian vocation.

The Director of Advancement will provide a leadership role at Pope John XXIII and St. Boniface Elementary Catholic Schools to direct overall advancement efforts for the schools.

Reports to:

The Director of Advancement reports to the President of Pope John XXIII Central Catholic High School and St. Boniface Elementary School.

Evaluation:

The Director of Advancement will be evaluated annually on mutually agreeable goals and objectives established after consultation among members of the Advisory Board, Development Committee, Endowment Board and the President/Administrator.

Duties and Responsibilities:

The duties and responsibilities of the Director of Advancement will be categorized in five specific areas. The order in which they appear is also indicative of their order of importance and precedence.

Planned Giving/Major Gifts Solicitation

- Responsible for research, cultivation and maintenance of information regarding potential donor sources.
- Responsible for providing educational opportunities on planned giving and estate planning that will give the donor several options for making a gift to the school. (i.e. Blue Legacy)
- Responsible for establishing and administering major gift solicitations.
- School and Endowment solicitations
- Special projects (i.e. Technology, Capital Campaign, etc.)
- Responsible for identifying and soliciting foundations, corporations and religious congregations that might be supportive of school programs.

Fundraising Coordination

Responsible for coordinating all advancement activities of the schools, including:

Oversight of Pope John Activities:

- Committee for the Continuation of Pope John
 - Pope John Annual Fund Mailing
 - Evening with Friends
 - CCPJ Breakfast
- Mignery Sculpture Project
- Booster Club
 - Booster Club Ticket Sales
 - Alumni Softball Tournament
 - Little Kids Wrestling Tournament
- Development Committee
 - Development Dinner

Oversight of St. Boniface Elementary School Activities:???

- St. Boniface School Annual Fund Mailing
- Fall Fundraiser
- Spring Raffle
- Valentine's Day Breakfast

**It is important to note that in this area of annual fund activities, the bulk of the work should be accomplished through the various committees and volunteers. The Director of Advancement is simply available to provide leadership and guidance but is not to undertake these numerous activities.*

Student Recruitment

The Director of Advancement is responsible for the development and implementation of a marketing plan for Pope John XXIII and St. Boniface Catholic Schools to attract new students to include:

Marketing Activities:

- Maintenance and updates to school website
- Regular posting to school social media channels
- Writing and sending news releases to area media
- Photography for school events
- Identify and implement new ways to promote the schools
- Coordinate New Student Visitation promotion

Public/Alumni Relations

The Director of Advancement is responsible for cultivation and maintenance of public relations and alumni relations through:

Public Relations Activities:

- Responsible for being the liaison between various media sources and all school advancement activities.
- Be visible at school and parish events.

Alumni Relations Activities:

The Director of Advancement is responsible for cultivation and maintenance of alumni relations through:

- Alumni Newsletter
- School Social Media Channels
- School Reunion Planning
- Various alumni activities through the year
- Responsible for the maintenance of the alumni and donor database.

***It is important to note that in this area of alumni relations, the bulk of the work should be accomplished through school office staff, committees and volunteers. The Director of Advancement is simply available to provide leadership and guidance but is not to undertake sole responsibility for these numerous activities.*

Other

- Responsible for identifying and writing grants potentially beneficial to the school
- Responsible for development and implementing recognition programs for donors in any area of advancement.
- Responsible for the regular and on-going communication with the President/Administrator, School Advisory Board, and St. Boniface Advisory Board for the promotion and accountability for advancement efforts.
- Responsible for assisting with long-range financial planning and upcoming needs.

Responsible for serving on boards with the parish when appropriate for advancement.

- School Advisory Board
- Development Committee
- Endowment Committee

**May need to be present at occasional meetings of other committees when necessary.

At the discretion of the President of Pope John XXIII Central Catholic High School and St. Boniface Elementary School, any other task or responsibility may be given to the Director of Advancement.