JOB DESCRIPTION

JOB TITLE:  Director of Institutional Advancement and Communications

Position:  Full-Time, 12-month contract

Supervisor:  The Notre Dame Board of Trustees

Job Summary:

Reporting to the Board of Trustees, the Director of Institutional Advancement and Communications, is responsible for the development and implementation of a comprehensive advancement and communications program with short and long-range strategic goals and objectives.

The Director of Institutional Advancement, articulates all campaign strategies, participates in the identification, cultivation, and solicitation of prospects; oversees all development and fundraising activities and acts as liaison for the school and community.

Serving as the Board’s chief advisor in matters relating to institutional advancement, the Director will participate on Board of Trustee and the appropriate Board committees, and takes responsibility for directing the school’s comprehensive fundraising and development programs. This includes providing strategic oversight of annual, planned, major and capital campaigns, leading outreach and grant-writing efforts, managing alumni relations, and stewardship activities. The Director is also responsible for establishing and managing a fundraising events calendar. Additionally, the Director will oversee external communications and community relations to ensure that the school has a clear and consistent message.

The Director of Institutional Advancement, will be responsible for building an Advancement Team consisting of current and necessary staff additions (as allotted in the budget), to include personnel responsible alumni relations, enrollment, fundraising and communications. The Director will also be a part of the Board of Trustees Advancement and Enrollment Committee, and lead its efforts to sustained excellence.

Responsibilities:
Leadership/Advancement

- Manage the Advancement Team to include alumni relations, fundraising, communications, and enrollment staff.
- Develop and maintain active, positive and productive relationships with members of the community.
- Maintain a level of knowledge by professional reading, attendance at workshops or conventions and participation in professional organizations.
- Collaborate with administrative, faculty, and other staff members to compose and submit grants.
- Perform any duties assigned by the Board of Trustees and Advancement and Enrollment Committee.

Development

- Collaborate with the Executive Principal, Board of Trustees, faculty, and staff personnel in the comprehensive planning, implementation, and evaluation of school’s goals, with specific focus on the school’s Advancement Plan.
- Collaborate with diocesan planning and development efforts, as appropriate.
- Establish short and long-range goals and objectives based on the school’s Strategic and Advancement Plans.
- Direct and oversee the Annual Appeal Fund, major, and planned giving solicitations.
- Lead efforts to cultivate, solicit and steward major gift and planned gift donors.
- Direct solicitations and market the endowment, which provides opportunities for potential donors to invest in Notre Dame Schools through major gifts, bequests, and deferred giving.
- Utilize and manage the Raiser’s Edge donor software for all advancement and alumni relations activities.
- Ensure that all contributions are recorded, deposited, and directed appropriately.
- Ensure that processes exist so that all donor data is managed and maintained in secure and organized fashion.
- Ensure that processes exist so that all gifts are acknowledged in appropriate and timely fashion.
- Coordinate a network of volunteers and annual volunteer events.
- Building a comprehensive fundraising program.
- Supervise development office personnel activities, including the hiring, creating job responsibilities, and performance review process of each staff member.
- Collaborate with development staff, Executive Principal, Board of Trustees, and other volunteers to achieve fundraising goals.
- Steward Major Donors and managing a portfolio of gift prospects, and ensuring that timely steps are taken toward solicitation.
Continue to grow the School’s Annual Appeal Fund efforts to increase parent participation through improved communication and education.

Work with the Executive Principal and Board of Trustees to establish event and campaign-based fundraising strategies, policies, and plans.

Establish and execute a yearly fundraising event calendar.

Establish and maintain community sources of funding through grants and corporations, both locally and nationally.

Oversee staff and volunteer fundraising efforts to ensure alignment with strategic advancement goals.

Marketing and Communications

- Coordinate Annual Appeal and Capital Campaign announcements, reminders, and acknowledgment programs.
- Coordinate external school communications including, but not limited to, press releases, publications, and correspondence with the Executive Principal and Board of Trustees.
- Coordinate the production of the Annual Giving Report reconciled with the Finance Controller.
- Develop and maintain all campaign and advancement materials.
- Define the vehicles for communicating with all constituent groups.
- Oversee alumni and parent communications and providing vehicles for more effective Board of Trustee and staff communications.
- Develop and maintain a plan for alumni and parent relations, which is systematic in its approach, addressing those who are positively disposed and looking for mechanisms to stay involved with the school.

Public Relations

- Coordinate the creation and execution of public relations/marketing plans for Notre Dame Schools with the Executive Principal and Board of Trustees.
- Oversee and coordinate with content creation of Notre Dame Schools website, social media accounts and the alumni newsletter.

Alumni Relations

- Provide oversight and direction for an annual alumni program, which will include reunions, Alumni communications, and cultivation events for potential donors.
- Provide leadership to the staff designated to alumni relations and enrollment.
- Create and support the activities of the Alumni Association.
- Coordinate the maintenance of the alumni database.
- Coordinate the organization of alumni events, collection of news, and information about alumni for publication and maintenance of accurate records.
- Coordinate an advancement program targeting alumni and parents of alumni.
Board of Trustees Relations

- Attend and prepare reports that are required for Board of Trustee and appropriate Committee meetings.
- Work with the Advancement and Enrollment committee of the Board of Trustees to develop and execute strategies in each area.

Qualifications

- Ability to articulate and represent the mission, goals, and values of Notre Dame Schools and the Roman Catholic Diocese of Syracuse.
- Must have a successful record of accomplishment in annual appeals, major gifts, and capital campaigns fundraising.
- Solid relationship-building skills and ability to interact in a positive manner with all the constituencies of the school community (administration, Board of Trustees, faculty, and staff).
- Ability to represent the Board of Trustees and Executive Principal at functions.
- Ability to serve as a trusted advisor to the Executive Principal and the Board of Trustees on matters related to advancement and communications.
- Excellent verbal and written communication skills with the ability to work with all levels of management, non-management, and volunteer personnel.
- Ability to set priorities along with strong organizational skills.
- Demonstrated knowledge and proficiency with the web and social media platforms.
- High degree of credibility, integrity, and self-confidence is essential.
- Must be willing and able to travel regionally and work nights and weekends when necessary.
- Ability to articulate, the mission and core values of Notre Dame Schools and commitment to academic excellence and moral values.
- Proven ability to cultivate, solicit, and steward leadership gifts at the six and seven-figure level.
- Strong management and leadership skills, both strategic and operational, and a demonstrated ability to build, manage, mentor, and motivate an effective team.
- Collaborative skills to work effectively with the Executive Principal, Board of Trustees, faculty, staff, and volunteers along with the ability to maintain confidentiality and to exhibit good judgment in making decisions.
- Excellent written and oral communications, computer, and research proficiency.

Educational Requirements:

Minimum four-year degree and 5 years’ experience in development and fundraising management.
Compensation:

**Base Salary Range:** $55,000-$75,000/yr.

**Benefits:** Health Care and Retirement Account available.

**Bonus:** Substantial yearly bonus tied to performance based metrics, for highly qualified candidates at discretion of the Board of Trustees.

**HOURS:** Exempt Position Minimum of 8 hours per day, 40 hours per week. Daily hours and days of the week may vary according to the needs of the department schedule.

**LOCATION:** Notre Dame Jr./Sr. High School, Utica, NY

**OFFSITE WORK:** Flexible: Expected to be on site majority of the week, with frequent necessity to hold off site meetings with donors and sponsors.

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Notre Dame School’s is an equal employment opportunity employer.

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For inquiries, nominations, and applications, please contact:

Tom Van Waes, Advancement and Enrollment Committee Chair, Board of Trustees.

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