

EXECUTIVE DIRECTOR OF ADVANCEMENT
MARMION ABBEY AND ACADEMY

POSITION DESCRIPTION

The Executive Director of Advancement is responsible for the creation and implementation of the overall fundraising and donor cultivation for the Academy, Abbey, Guatemala Mission and Abbey Farms. The ED leads major gifts, planned giving and annual giving programs. The ED will also manage a portfolio of prospects and donors in every stage of the major gifts cycle (qualification, cultivation, solicitation and stewardship) with a focus on building relationships. The ED leads the Advancement Office to meet and exceed fundraising and enrollment goals and to implement Marmion's marketing strategy.

Primary Responsibilities:

- Supervision of Advancement Office:
 - Advancement Budget
 - Office Personnel
 - Annual Fund, Planned Gift and Campaign Programs
 - Communications/PR/Marketing Programs
 - Marmion Alumni Association
 - Special Events (Salute to Youth Dinner, Oktoberfest, Abbot Marmion Society)
- Development of new gift giving strategies
 - Write Annual Advancement Plan
 - Develop Annual Appeals for Abbey, Academy and Guatemala Mission
- Donor Cultivation/Solicitation
 - Major Gift Solicitation
 - Coordinate Campaign Efforts
 - Solicit/Promote new Invested Funds
 - Develop/Improve Online Giving Events (#GivingTuesday & BIG GIVE)
 - Parent MARMION FUND Solicitations
 - Regional Reunion Visits
- Primary Liaison with Trustee Committee Chairs
 - Coordinate Meetings, Workshops, Agendas and meeting materials
 - Attend all committee meetings
 - Coordinate solicitation of new Board members and Salute Chaircouple
- Oversee Gift Stewardship
 - Acknowledgements
 - Record-keeping
 - Donor reports and accountability
 - Annual Report
 - Naming agreements
- Publications and Electronic Communications
 - Editor of Marmion Magazine and writer of some feature articles
 - Coordinate other communication materials: Ora et Labora, Abbey News, Grandparent Bulletin, Online Cadet Call, Trustee Newsletter, pamphlets, marketing pieces
 - Supervision of Marmion website and electronic media
 - Approve/Proof all printed materials
- Oversee Enrollment Management
 - Assist in developing/implementing an Enrollment Management Plan
 - Provide guidance to the Enrollment Management Team
 - Provide outline for Prospective Student Newsletters

Report to: Abbey/Guatemala/Abbey Farms - Abbot
Academy – Head of School

Requirements:**Education:**

Bachelor's Degree in Philanthropic Studies, Business, Marketing or Public Relations. Master's Degree or CFRE Preferred.

Experience:

Minimum of 5 years of fundraising and supervisory experience in a leadership role, preferably in education. Campaign fundraising experience a plus.

Proven Knowledge of:

- Donor moves management system and fundraising principles;
- Strategic planning principles, goal setting and accountability systems;
- Executing gift agreements for endowments, developing proposals and other written donor documents;
- Campaign Management;
- Prospect research, cultivation and stewardship;
- Education system policy and procedures;
- Donor Management System.

Skills:

- Highly developed interpersonal communication skills;
- Outstanding writing and analytical skills;
- Strong creativity and problem-solving skills;
- Ability to identify new prospects for and fully engage with the community;
- Work with many constituents including faculty, staff, students, parents, alumni, Board of Trustees, business and community leaders;
- Ability to translate priorities into strategic fundraising plans;
- Proven leadership skills and managerial expertise with the ability to motivate and empower direct and indirect reports to achieve priorities and fundraising goals;
- A clear understanding and appreciation of the role of a Catholic institution and commitment to its philosophy, mission and objectives.