



St. Mary of the Assumption School
Brookline, Massachusetts

DIRECTOR OF ADVANCEMENT

St. Mary of the Assumption School / Brookline, MA

Reporting to the Principal, the Director of Advancement is a member of the senior staff and works closely with the Board of Specified Jurisdiction. The Director assists with student enrollment and development efforts for the school. Student enrollment includes enrollment management oversight, student recruitment, financial aid and re-enrollment/retention efforts. The Director oversees the administration of financial aid and advancement budgets; fundraising processes and records; all advancement events and constituent volunteer efforts; and all recruitment, retention, enrollment and matriculation efforts, up to welcoming new families to school in September. In addition, the Director directs development efforts, communications and constituent/public relations programs for the school. The Director of Advancement is attentive to the school's public presence in all its manifestations and is responsible for the school's website. These activities create a climate for enrollment and development viability that supports the mission and sustainability of the school.

ABOUT ST. MARY'S OF THE ASSUMPTION SCHOOL

The mission of St. Mary of the Assumption School is *“St. Mary of the Assumption School is a richly diverse Catholic community serving students in grades Pre-K through Eight. We are dedicated to providing each child with a strong foundation academically, socially and spiritually. We strive to create an environment that is characterized by living faith, achieving excellence and acting responsibly.”*

RESPONSIBILITIES

Development

1. Plans, manages and implements all fundraising (revenue-based) and friend raising (relationship-based) initiatives.
2. Plans, manages and implements annual giving, major gifts and events. This includes but is not limited to prospect identification and research, cultivation, solicitation, gift processing, acknowledgments and stewardship. This may include some travel for face-to-face visits and events with prospects and donors.
3. Educates under the direction of the Principal, and engages key volunteers (i.e. Parents Association) in implementing and executing mission-based fundraising.
4. Works to create and support a culture of philanthropy within the school.
5. Creates and/or oversees database and data management for reports and analysis as they relate to development. Updates and maintains the alumni and past parent databases.
6. Develops processes and procedures for advancement operations.

Governance

1. Promotes understanding and support of the school's vision, mission statements and objectives.
2. Attends Board of Specified Jurisdiction meetings when asked by the Principal and is involved in strategic planning and keeping the board fully apprised of the school's admission, financial aid, development and marketing endeavors.
3. Serves as the staff liaison for the enrollment and development committees of the board to help inform and educate on trends and projections.
4. Aids the Principal in setting school priorities to meet annual goals.
5. Reports on progress of goals and objectives.

Enrollment Management

1. In conjunction with the Assistant Principal/Admissions Director, supports all efforts related to enrollment management and retention, including, but not limited to:
 - a. Coordinates the external and internal marketing efforts and initiatives that attract and retain students in sufficient numbers to support the programs of the school.
 - b. Develops and implements strategic marketing ideas. Formulates annual Admission and Enrollment Action Plans with goals and objectives based on data related to admission and enrollment. Presents statistical trend information and enrollment projections to senior staff, Board of Specified Jurisdiction and faculty.
 - c. Develops a research agenda to better understand students and families persisting through the admission phases (prospect, inquiry, visitors, applicant, acceptance, newly enrolling), and those not persisting.
 - d. Supports the management of all admission publications and admission process communications, including work on the production of the school's viewbook.
 - e. Is an integral leader for the school community and participates fully in daily community life of the school.

Communications

1. Sets and maintains professional writing and design standards for school communications including:
 - Website and email marketing creative direction and production
 - Print publications including school newsletter/magazine, marketing materials, giving program brochures and direct mail pieces
 - Social media updates and communications
 - Media relations including advertising and press releases in local newspapers, local media coverage of school events.

QUALIFICATIONS

- 3-5 years of experience in Development is required. Volunteer management and board experience a plus.
- Bachelor's degree in related field strongly preferred. Master's degree preferred.
- Ability to appreciate and communicate a passion for Catholic elementary education.
- Team player
- Demonstrated leadership and effectiveness in developing and accomplishing organizational goals.
- Ability to build a team, effectively recruit and manage volunteers.
- Superior communication skills, ability to conceptualize and execute strategic plans, the ability to interact confidently and effectively with school staff, students, donors, trustees (board members), school administration, the media and alumni.
- Working knowledge of Microsoft Office (Word, PowerPoint, Excel) and social media is required.
- Experience in a not-for-profit environment, parochial, independent school is preferred.

Qualified candidates may send cover letter, resume, references and salary requirements to:

Dr. Theresa Kirk, Principal
tkirk@stmarys-brookline.org