



# Annapolis Christian Academy

*Passion for Learning | Prepared for Life*

---

## Director of Advancement Job Description and Responsibilities

This position serves as a full-time member of the senior administrative team of Annapolis Christian Academy and reports directly to the Head of School. The Director of Advancement is responsible for executing a comprehensive plan that includes fundraising, constituent relationships, marketing and communications, events, and other similar activities.

### Spiritual Leadership:

The Director of Advancement/Development should exhibit the following:

- Be a Christian with a strong Christian testimony and evidence of spiritual maturity.
- Be in agreement with the school's statement of faith.
- Possess the qualities of Christian leadership and servanthood. Although this individual will not function in a pastoral capacity, we desire them to aspire to the highest levels of character (1 Timothy 3:2-12; Titus 1:6-9; Matthew 20:26-27 and Mark 9:35).
- Personally model Christian maturity through a settled and deliberate giving practice.
- Serves as a spiritually mature role model by exhibiting the virtues of the fruit of the spirit.
- Demonstrates a submission to the vision, mission and policies of the school.

### Academic Requirements:

1. Education
  - Bachelor's Degree required. Master's Degree preferred.
  - Or a combination of education and experience sufficient to get the job done.
2. Other
  - Experience in fund development with a proven track record of success in raising funds and experience working with budgets and clear financial expectations.
  - Extensive organizational and people skills with experience in working independently.
  - Demonstrated ability to communicate verbally and in writing.
  - Proficient with G Suite applications and donor database software

### Professional Requirements:

1. Create a positive culture of stewardship and cultivate/maintain donor relations.
2. Enthusiasm for the school's purpose and ability to share that excitement with others.
3. Able to build relationships that can lead to financial support, particularly in the sensitive area of dealing with friends and family of the school.
4. Desire to build a small and highly motivated volunteer team who can help meet the financial vision of the school.

### Fundraising:

1. Work with the Head, Board, and Institutional Advancement committee in formulating annual goals to fund the precise vision expansion needs of the school.
2. Develop and design a comprehensive annual plan to raise funds through individuals, corporations, businesses, and foundations.



# Annapolis Christian Academy

*Passion for Learning | Prepared for Life*

---

3. Prepare/complete annual calendar of fundraising activities/events.
4. Report regularly to the Head of School and Institutional Advancement Committee.
5. Maintain an existent donor management system. This system should ensure timely acknowledgment of all donations and establish a system for identifying who should acknowledge gifts at various giving levels.
6. Grow the school's endowment fund.
7. Expand the School Sponsorship Program by soliciting new business partnerships.
8. Seek out, solicit, and prepare proposals for foundations and other grant-making organizations.
9. Organize and manage project-based and capital improvement campaigns, as needed.
10. Attend continuing education and advancement opportunities that involve school development.
11. Plan and facilitate activities/occasions that will put administrators, trustees, and others in contact with present and prospective donors
12. Participate in local service and networking organizations in an attempt to build relationships with community members and businesses.

## **Marketing & Communications:**

1. Provide leadership to monthly email and quarterly newsletters.
2. Work with the communications director to get announcements out through Constant Contact.
3. Provide leadership to pertinent social media strategy & website updates.
4. Coordinate advertising with local media outlets.

## **Events:**

1. Lead the school's fundraising events throughout the year.
2. Work with the Development Committee in the planning and execution of those events.
3. Effectively manage volunteers to assist with events.
4. Work within the budget and meet targeted fundraising goals.