



MARIAN CATHOLIC HIGH SCHOOL

TAMAQUA, PA

DIRECTOR OF ADVANCEMENT

START DATE – as soon as JANUARY 2018

SPECIFIC RESPONSIBILITIES

- Provide Marian Catholic with strong, creative, energetic, and strategic leadership in all matters related to fundraising and set new, ambitious, but attainable goals in order to increase annual operating funds.
- Provide vision and direction in order to build and manage a full-scale advancement program, including major gifts, planned giving, event sponsorship, foundation and corporate gifts, gift processing and acknowledgement, and other advancement support functions. Design and implement a long-term plan for philanthropic development.
- Identify new major gift sources (both alumni and non-alumni) and serve as the school's primary knowledge source for funding opportunities and philanthropic outlets. Lead the advancement efforts to significantly increase the numbers and size of major gifts. Communicate with and actively engage the various constituencies of the school, including the Board, faculty, parents, alumni and staff in meeting the goals of the advancement office. Keep abreast of important developments within the local, regional, and national funding scene.
- Identify, cultivate, solicit, and steward gifts and pledges from an active portfolio of 100+ major gift prospects. Maintain and manage a personal portfolio of prospects, both individual and institutional, at all times.
- In collaboration with the Principal and Board leadership, create individualized cultivation and stewardship strategies, timelines, and desired outcomes related to Marian's most loyal supporters and top prospects in order to maximize the closure of short and long-term leadership gifts.
- Create and promote effective cultivation and solicitation opportunities for Marian leadership. Make the appropriate connections between prospective donors and Marian's leadership. Utilize sound judgment and employ well thought out and communicated prospect strategies when involving the President and Board.
- Advocate and fundraise for Marian in close coordination with marketing/communications efforts with in- depth knowledge of the priorities and mission of the organization. Oversee all external reporting and communications including the advancement newsletter, annual report, and key website information, and direct all fundraising communications-related functions including proposal development, donor recognition and stewardship, campaign communications, prospect appeals, and gift reporting.
- Coordinate marketing efforts with the Director of Communications/Admissions as part of an integrated marketing plan that utilizes traditional and new forms of communication (social media, etc.).
- Grow the Marian fundraising database for enhanced application, create management reports, call reports, and meeting request memos as needed. Organize a prospect management structure that enables ready reporting, organized outreach and tracking, and facilitates the growth of advancement functions. Build an infrastructure that can support dramatic growth in contributed revenue and numbers of prospects.

- Develop, administer, and maintain the school's master prospect list.
- Develop, implement, and lead all future annual endowment and capital campaigns.
- Research potential additional school funding sources, and oversee the preparation and submission of proposals for appropriate funds, grants, and gifts. Maintain reporting schedule and lead coordination to be in compliance with all requirements of grantors. Identify and build strategies to attract additional institutional targets and grant opportunities.
- Assess, oversee, lead and grow the advancement team in order to achieve or exceed growing contributed revenue targets. Create and manage the department budget, establish margins, employ control costs, and capitalize on operational efficiencies. Develop innovative and impactful event programs and expand online opportunities to garner support.
- Analyze fundraising activities and benchmark with peer Catholic schools in the philanthropy marketplace to ensure the school is on track. Optimize innovation, maximize output, and communicate the value of the school's mission at all times. Establish priorities that have the greatest impact on achieving fundraising goals. Understand and commit to key ratios in order to build a department that is fiscally responsible. Drive organizational success with strategic planning that leads to bottom line growth. Establish and achieve goals for rapid growth and milestones for progress against the plan and execute in coordination with the team.
- Build and develop effective and transparent working relationships between the advancement department and other departments within Marian High School. Serve as a valued and contributing member of the school's senior leadership team.
- Serve as a respected, passionate, and compelling external advocate for Marian High School within the community and beyond. Fully embrace the school's mission in order to convey performance-related statistics and to communicate the school's many accomplishments persuasively. Make the case for funding with clarity, authority, conviction, and urgency.

QUALIFICATIONS

- Excellent writer who can present a compelling case for Marian to prospective donor's families and the general public
- Strong collaborative leadership skills
- Exceptional interpersonal and communication skills to expand and maintain long-term and supportive relationships with all internal and external parties
- A thoughtful partner who can understand the needs of the school and translate those needs into gifts in support of the school
- A collaborator who can develop a cooperative spirit throughout the school
- Excellent customer service, follow through, project management, and decision-making skills
- Ability to handle pressure while maintaining a pleasant demeanor
- High attention to detail while ensuring a high level of accuracy
- Ability to maintain confidentiality, work nights and weekends, and travel as needed.
- Excellent computer skills
- Prefer 4+ years of sales, customer service or hospitality industry experience with marketing and public relations experience preferably in a school or nonprofit

APPLICATION PROCEDURE

To apply, please submit the following materials as separate PDF attachments in one email to Michael Furey. Include Marian Catholic High School in the subject line. All applicants will be treated with the highest degree of confidentiality and the greatest respect.

- Cover letter that aligns your experiences and skills with the current needs of the school as you understand them.
- Current resume with all appropriate dates included.
- List of five references with names and relationships, physical addresses, phone numbers and email addresses. No references will be contacted without your knowledge and approval.



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