

YOUR SCHOOL

Position Description

JOB TITLE: Development/Marketing Director

FLSA STATUS: EXEMPT

DEPARTMENT:

HRS/WEEK: 40+ Hrs/week

REPORTS TO: President and/or Principal

DATE: April 2012

Primary Purpose: Establish and cultivate a comprehensive development, marketing, and planned giving program for the school. This individual, with minimal supervision, will serve as a catalyst, motivator and guide for the program

Essential Functions:

1. With the collaboration of the school board, pastor and school administrators, establishes and oversees a comprehensive program of promotion, publicity, and marketing for the school. Work may include but not limited to alumni appeals, newsletters, fundraising events, capital campaign, MLTF funding, etc.
2. Create and collaborate with Development Advisory committee in establishing program direction. Recruits membership for and provides staff assistance to each of the development committees.
3. Researches major gift prospects and makes appropriate contacts with each. Maintains on-going communication with prospects and major donors.
4. Coordinated presentation of information seminar/programs on charitable giving for potential and current donors.
5. Supplies financial information to principal, pastor and school board as requested regarding status of fundraising events and annual budget preparation. Assist business manager as needed in monitoring school investments.
6. Networks with Diocesan Office of Stewardship and Development and other Diocesan development directors. Attend quarterly development directors meetings.
7. Assist with other general office responsibilities as assigned- special projects, balancing of work load or assisting in the absence of other employees.

Knowledge, Skills, Experience Required or Preferred:

A business related Bachelor's degree and/or an equal amount of training and education preferred. Must have knowledge of and commitment to Christian teaching on stewardship; a working knowledge of the Catholic Church; and a personal sense of spiritual growth. Must have a minimum of 3-5 years of combined experience and demonstrated success in directing the following; funding raising and development programs, sales, administration, marketing and communications (print and electronic media). Must also possess proven leadership, organizational and collaboration skills with emphasis on planning and managing a variety of functions in both individual and team settings. Must have the ability to establish relationships with a variety of constituencies, including volunteers and prospective donors. Confidentiality regarding donor information and all office matter required.

Physical and Cognitive Requirements:

Sedentary work- involves sitting most of the time; walking and standing are required occasionally. Duties require travel including evening and weekend meetings. Although work is performed primarily under inside environmental conditions, the required travel may result in temporary exposure to outside environmental conditions. Regular driving and valid driver's license are required. Excellent listening and communication abilities needed. Duties require a wide range of intellectual and practical problem solving skills and comprehension of complex concepts.

The above statement are intended to describe the general nature and level of work being performed by the person assigned to this position. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required in the position describe and may be supplemented or amended as necessary. I have read and understand these job duties and my supervisor has review these requirements with me.

Reviewed with: _____ Date: _____

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