



Holy Guardian Angels Regional School

POSITION DESCRIPTION

ADVANCEMENT DIRECTOR

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The full time Advancement Director reports to the principal and is responsible for the overall planning, management, coordination, and evaluation of the enrollment management, development, communications and constituent/public relations programs of the school – activities that create a supportive climate for enrollment and fundraising. This is all in an effort to provide sufficient resources to insure Holy Guardian Angels Regional School can achieve its mission.

SPECIFIC RESPONSIBILITIES:

- **Governance and Strategic Planning**
 - Promote understanding, acceptance and support of the vision and mission statements, and objectives of the school.
 - Set priorities to meet annual goals.
 - Work closely with the advancement committee of the board to set and achieve goals and objectives.
- **Enrollment Management**
 - Responsible for the planning, management and implementation of the marketing, recruitment and retention of students. This includes but is not limited to open houses, campus visits and tours, re-registration, brochure creation, etc.
 - Working closely with key volunteers, coordinate the external and internal marketing efforts and initiatives that attract and retain students in sufficient numbers to support the programs of the school.
 - Plan, collect data, make projections and report enrollment management data.
- **Development**
 - Responsible for the planning, management, and implementation of all fundraising and friend raising activities.
 - Plan, manage, and implement annual giving, major gifts, and events. This includes, but is not limited to: prospect identification and research, cultivation, solicitation, gift processing, acknowledgements, and stewardship.
 - Educate and engage key volunteers (i.e. Parents Association) in implementing mission based fundraising.
 - Works to create and support a culture of philanthropy within the school.

- **Communications**
 - Responsible for setting and maintaining professional writing and design standards for school communications. This includes, but is not limited to:
 - Print publications including school newsletter/magazine, marketing materials, giving program brochures, and direct mail pieces.
 - Media relations including advertising and press releases in local newspapers, local media coverage of school events.
- **Constituent Relations**
 - Identify, recruit, and engage volunteers including: prospects, parents, alumni, grandparents, clergy, students, faculty and administrative staff, etc.
 - Volunteer planning and management.
 - Work closely with the school board, staff and volunteers to assist them in their activities.
- **Operations**
 - Database planning: data acquisition and management.
 - Database management: oversee the management of databases as it relates to enrollment management and development, especially the updating and maintaining of the alumni database.
 - General office processes and procedures.

QUALIFICATIONS:

- Experience in enrollment management, development, sales, marketing, communication, and/or volunteer management.
- Ability to appreciate and communicate a passion for Catholic elementary education.
- Demonstrated leadership and effectiveness in developing and accomplishing organizational goals.
- Ability to build a team, effectively recruiting and managing volunteers.
- Superior communication skills, ability to conceptualize and execute strategic plans, the ability interact confidently and effectively with school staff, students, donors, trustees, school administration, the media and alumni.
- Working knowledge of Microsoft Office (Word, PowerPoint, Excel) and the Internet.
- Experience in a parochial or not-for-profit environment preferred.
- Bachelor's degree in related field strongly preferred.

Holy Guardian Angels Regional School
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