

Victory Christian Schools

Advancement Director

Employee Status

Full-time / 12 Months / Salary

Reports to Executive Principal

Overview of Purpose of Position

To advance and strengthen Victory Christian Schools through four primary avenues: a) Fund Development, b) Management and execution of the capital campaign, with the Executive Principals' oversight. c) Recruitment, and d) Marketing and Communication, both internal and external. The desired candidate will serve as a liaison between the community and our administration, fostering relationships that lead to a partnership with the mission of Victory Christian School.

Personal Qualifications

- Be deeply committed to a consistent daily walk with Jesus Christ, including personal devotions and prayer.
- Show in his/her life the joy of the Christian life.
- Follow the Matthew 18 Principle in dealing with students, athletes, coaches, faculty, parents, and administration.
- Motivate students to accept God's gift of salvation and to grow in their faith.
- Recognize the role of parents as primarily responsible before God for their children's education and be prepared to assist them in that task.
- Respectfully submit and be loyal to constituted authority. Shall notify the administration of any policy he/she cannot support.
- Maintain a professional appearance that is a Christian role model of cleanliness, modesty, good taste, and in agreement with school policy.
- In general, maintain a life that is suitable to the Advancement Director's role as the "face" of Victory Christian Schools.

Professional Qualifications

- Bachelor's degree minimum, Graduate degree preferred.
- 2-5 years of experience in fund development, marketing, and public relations, with a portfolio to back it up.
- Strong relational skills, proactive leadership, and managerial skills.
- Excellent written and verbal communication skills.
- Ability to prioritize, manage and complete various tasks in a dynamic setting.
- Ability to report back both in writing and verbally to the Executive Principal and School board.

Responsibilities and Duties

Fund Development

- Lead, manage, and organize annual fundraising events: For example, the Annual Dinner Auction, Night of Fine Arts, Jog A Thon, Crab feed, and Golf Tournament.
- Lead and manage other fundraising events and programs.
- Meet yearly Financial goals set by the Executive Principal and school board.
- Manage Alumni relations and events.
- Working with the Executive Principal, personally cultivate, strengthen, and manage relationships with major VCS donors through positive communication, representation, and special activities /events.
- Establish and maintain contacts with key individuals in the business community and elsewhere who have the potential to contribute funds, services, and material resources to VCS.
- Manage, cultivate, and grow the Victory Christian Schools Endowment Fund.
- Work closely with the Bookkeeper, treasurer, and Executive Principal to maintain complete and accurate donor records. Provide timely and accurate donor acknowledgments as needed.
- Prepare and provide donor reports and summaries to the Executive Principal and school board as needed and requested.
- Seek out, solicit, and prepare proposals for acquiring grants that align with VCS's Mission and Vision from foundations and other grant-making supportive organizations.

Recruitment

- Develop and manage enrollment recruitment strategies, programs, and events such as campus previews- Visit the Vikings, kindergarten experience days, shadow days, visits to pre-schools and churches, etc.
- Engage and connect with new parents to foster a smooth transition into VCS.
- Maintain and foster alumni relationships to further future enrollment.
- Study enrollment trends and advancement opportunities within the Victory Community and beyond and report back to the Executive Principal.

Marketing and Communication, both internal and external

- Manage and lead all VCS marketing and public relations efforts, including events, publications, branding, website, social media, etc.
- Personally engage in communication with parents, families, and school personnel. Foster an atmosphere of communication through various written, oral, and digital methods, including emails, blogs, social media posts, publications, and presentations. Inspire other administrators and staff to do the same.
- Work with the Assistant to the Director of Advancement (development) in coordinating all events and school connections.
- Plan and broadly oversee events and programs designed for school connection, such as coffee connections, appreciation lunches, grandparent events, receptions, back-to-school nights, senior celebrations, etc.

Desired Skills and Experience

Skills: Active listener, Goal oriented, Project focused, Promoting, Creative vision casting, Excellent, effective verbal communication, Excellent, effective written communication, Ability to foster teamwork and motivate others, Self-motivated, Organizational astuteness, Efficiency, Computer/technology proficiency.

Experience: 2+ years - Fund Development, Marketing, Public Relations, Management, education background is desirable; portfolio is required.

Compensation:

\$70,000 yearly

5% bonus based on the performance of funds brought in

Full medical and dental benefits with the option to purchase vision benefits. 403B with a %2 match.

Two weeks of paid vacation a year.

