

SCHEDULE A

St. Timothy's Classical Academy

Director of Advancement

Job Description

For this specific position, the ideal candidate will have:

- A strong Christian faith
- A passion for and experience working in an educational setting
- Knowledge of the principles and values of classical education
- Excellent organizational skills
- Effective communication approaches and skills
- The ability to work collaboratively
- Fundraising experience
- Proven relational capabilities
- An attitude of respect and confidence in the Board leadership
- Team-building experience
- Resourcefulness, initiative, and problem solving abilities

All Staff at St. Timothy's are expected to:

- Exemplify and articulate a vibrant relationship with Christ and be active in a local church, with a substantial record of service and leadership in the body of Christ.
- Be in agreement with *St. Timothy's Classical Academy Mission, Vision, and Principles*.
- Be in agreement with *The Faith and Basis of St. Timothy's Classical Academy* and be able to work peaceably in an interdenominational Christian setting.
- Serve as an advocate for classical Christian education in the Ottawa community.

Director of Advancement Position

Hired and supervised by the Director and the St. Timothy's Board, the Director of Advancement provides leadership for the school's advancement program which includes internal and external relations programs, promotions and fundraising activities, coordinating with the administrative staff on marketing and communication efforts, along with student recruitment and retention efforts. Partnering with the Director working with and through the Advancement Committee, the Director of Advancement's responsibilities, which form the basis for the annual evaluation, lie in the following functional categories:

- **Overall Advancement Leadership**
- **Promotions and Fundraising**
- **Marketing and Communications**
- **Administrative Oversight**

The means to accomplish each of these areas of oversight are primarily:

- Relationship building
- Vision sharing

Essential Duties of the Director of Advancement:

The Director of Advancement bears overall leadership responsibility for the school's advancement program as adopted by the Board and directed and supported by the Director. The Director of Advancement oversees St. Timothy's development and fundraising, and works with the administrative staff on marketing/communications. Partnering with the Director and working with and through the Advancement Committee, the Director of Advancement has responsibilities that include the following:

1) Overall Advancement Leadership

- Oversee all development and fundraising activities, including annual giving, major/planned giving, capital an/or endowment campaigns, special projects, and other school-related solicitations.
- Work in partnership with the administration staff and Director on internal and external marketing, communications, and public relations activities related to development and enrollment, as well as other programs important to the maintenance of positive constituent relationships with St. Timothy's.
- Coordinate with the Director on the fulfillment of enrollment goals.
- Create and administer the school's advancement plan and budget, including generation of annual goals aligned with St. Timothy's strategic plan, ensuring that the budget is directly linked with the priorities of the school.

2) Promotions and Fundraising

- Ensure that St. Timothy's development efforts are directed at increasing donor support and promoting the school. Direct and work collaboratively with the Advancement Committee to support campaign efforts while sustaining and/or increasing annual unrestricted philanthropic revenue; identifying campaign prospects, and building a donor base that supports a new scale of individual giving.
- Review annually the funds raised and develop strategies for increasing annual fundraising goals. Create strategies to strengthen current fundraising operations and expand the individual donor base of \$1,000 to \$25,000+ donors.
- Partner with the Director and Board to prepare and implement an annual strategic fundraising plan to support existing and new programs.
- Develop and manage all annual fundraising related budgets, goals and programs and report regularly on them to the Director and Board.
- Oversee the annual fund planning (general donations towards operating expenses / annual budget) and yearly solicitation strategies.
- Lead major gift strategies and coordinate the identification, cultivation, solicitation, recognition, and stewardship of the top prospects.
- Bring donations to St. Timothy's either through direct solicitation or by working with the Director, board members, and volunteers as they reach out to prospective donors.
- Develop an effective planned giving program, creating a legacy program.
- Oversee gift reporting, acknowledgements, accounting, and data management with the Treasurer, Bookkeeper, and Director.

- Help planning events in conjunction with the Director and Administrator (e.g., parent events, recognition events, special celebrations, alumni, grandparents, and friends receptions) that promote the connection of individuals to St. Timothy's.
- Write grant applications and reports as appropriate.
- Develop a comprehensive annual program that includes direct mail, online giving and web communications, individual giving (high-end annual support), corporate and foundation grants, gift management and stewardship, special events, and a planned giving effort.

Annual Goals

- Ensure that St. Timothy's meets and exceeds its annual need for funds to cover operational deficits. This includes the oversight of the Giving Day, Honey Fundraiser, and any other fundraising events and initiatives.
- Develop and implement strategies for identifying, cultivating, and successfully soliciting gifts from individuals, corporations, and foundations. Identify new sources of income for the school.
- Be alert to the opportunity of a deferred gift, and investigate and implement a planned giving program, and will clinics.

Relationships

- Work with the Director, the Advancement Committee of the Board, and staff members to identify sources of private support and recommend appropriate strategies and programs to generate gifts to the school.
- Provide reports for each Board meeting depicting the overall condition of the donor development program and how it is accomplishing its specific goals for the year.
- Work with the Board or others very familiar with Christian classical education (some alumni parents or Vision Continuity Committee members) to enable them to join the work of soliciting donations for the school, as appropriate.
- Meet with key donors of the school on a regular basis, cultivating a relationship with them.
- Maintain a visible presence at school functions within and outside of the building. Build relationships through informal, as well as formal, opportunities.

Vision Casting

- Articulate a vision for the development efforts both internally and externally.
- Create opportunities to cast the vision of St. Timothy's and Christian classical education in general to the Ottawa community.
- Ensure annually that the Development Plan is updated and adopted by the Board.
- Serve on the Board's Advancement Committee.

3) Marketing and Communications

- In coordination with the Director, plan and implement a comprehensive marketing/communications plan, with annual review and evaluation.
- In partnership with the administrative staff, oversee the maintenance of the school's web presence via social media, blog, website, video, and email.
- Ensure a personal acknowledgement letter for each donation (within 3 days of receipt) and maintain stewardship contacts with major donors. Engage in appropriate relationship building contacts with donors e.g. personal letter to grandparent donors when the grandchildren graduate.
- Write appeal letters, grant requests, and objectively evaluate outcomes.
- Include in each quarterly newsletter an article representing some aspect of development—alumni, Giving Day updates, giving opportunities, giving vehicles, etc.

4) Administrative Oversight

- Work with other members of the staff to assure that a prospect/donor base management system is developed, capturing all relevant information necessary to maintain and grow relationships.
- Outline fundraising strategies and develop goals for the development effort.
- Keep up-to-date on current fundraising and public relations programs, practices, and procedures being used in the not-for-profit sector and inform the Board, volunteers, and administration of matters that would benefit and interest them in their work on behalf of St. Timothy's.
- Research and/or initiate research and data compilation on potential individuals, corporate, and foundation donors identified by Board members, staff, and volunteers by virtue of their gift history to similar organizations or activities.
- Oversee the work of the Advancement Committee to maximize the number of contacts made.
- Recruit and train staff and volunteers on strategy, cultivation, and solicitation and stewardship.
- Create policies, procedures, and infrastructure of a development program that are consistent with the overall mission and philosophy of the Board and school; develop a timeline, responsibility, and a budget for each development initiative.
- Work with other administrative staff to coordinate all efforts through the school office.
- Render accountability for budget expense line items that pertain to the work of advancement.
- Approve all expenditures for the advancement department.

St. Timothy's Classical Academy does not discriminate in any aspect of employment on the basis of race, colour, national and ethnic origin, age or sex.

All applicants must have filed a Vulnerable Sector Check and be cleared in order to be considered for employment.