



Director of Advancement & Admission overview

PURPOSE AND SCOPE:

Hiring a Director of Advancement & Admission ensures that a senior member of the staff is responsible for the revenue drivers of the school – Enrollment Management and Development (fundraising and friend raising). The hire must be someone who can make an immediate impact since budgetary pressures continue to rise annually.

The following sample position description reflects the strategic and broad nature of this role – essential when a school is launching an advancement office. Depending on existing staff and organizational strengths, some schools may benefit from a greater specialization in enrollment management while others may require deeper development expertise. Your hire should meet the unique needs of your school. The position description should be customized as needed, including adaptations to reflect staff already in place to support the Director. As the school grows, an additional role or roles may be added for long-term sustainability.

THE INTANGIBLES:

In addition to hiring for the required qualifications, consider intangible skills. This person will straddle the internal and external worlds of the school and will need to be both strategically minded and competent running the operations of two school functions: enrollment management and fundraising. The ideal candidate will have self-confidence and strong communication skills, including good listening skills and telephone and in-person interactions. Additionally, consider someone who has a tolerance for ambiguity and indecision and has the patience for all types of questions and last-minute decisions. Remember, it may take a few months to secure a monetary gift that helps offset operating expenses or especially the gift of one's child entrusted to the school for a rewarding educational experience. The ideal candidate must also be a collaborator.

THE CULTURAL FIT:

Additionally, you must determine if the candidate and your school's culture are a strong match. Will staff members who may have been there for 20+ years support a new person coming in as a senior member of the staff? To hire a new person who can seamlessly fit in, assess whether the prospective candidate's personal and professional values and beliefs align with and enhance those of your school. (First identify the school's values, norms, beliefs and vision. For example: Does the school value diversity? Educational excellence? Spirituality? A sense of community? Accordingly, establish how you would define a "good fit.") To decide if the candidate *could* be a good cultural fit for your school, consider:

- How does the candidate live out the mission of our school and Catholic education?
- Does the candidate understand the specific mission of our school?
- Does the candidate have a personality that complements my own?
- How will I, as Principal, quickly establish trust with this person?
- How easy will it be for me, as Principal, to change as I delegate responsibility to this candidate?
- Will this person serve as an ideal "front" person identified with our school? (As Principal, will I feel assured that parents, donors and others will be able to rely on this person – and no longer solely on me – for answers to their questions? Will this person embody our brand and represent our school well?)



Sample Position description

DIRECTOR OF ADVANCEMENT & ADMISSION

School / Location

Reporting to the Principal, the Director of Advancement & Admission is a member of the senior staff and works closely with the Board of Specified Jurisdiction. The Director is responsible for the oversight of both student enrollment and development efforts for the school. Student enrollment includes enrollment management oversight, student recruitment, financial aid and re-enrollment/retention efforts. The Director oversees the administration of the admission, financial aid and advancement budgets; all admission and fundraising processes and records; all admission and advancement events and constituent volunteer efforts; and all recruitment, retention, enrollment and matriculation efforts, up to welcoming new families to school in September. In addition, the Director directs development efforts, communications and constituent/public relations programs for the school. The Director of Advancement & Admission is attentive to the school's public presence in all its manifestations and is responsible for the school's website. These activities create a climate for enrollment and development viability that supports the mission and sustainability of the school.

RESPONSIBILITIES

Enrollment Management

1. Coordinates the external and internal marketing efforts and initiatives that attract and retain students in sufficient numbers to support the programs of the school.
2. Advises the Principal on strategic retention. This includes initiating an early re-registration process, creating/enhancing a culture of community through school activities and ensuring that the entire community (parents, faculty, staff, etc.) understands its role in the retention of current students.
3. Develops and implements strategic marketing ideas. Formulates annual Admission and Enrollment Action Plans with goals and objectives based on data related to admission and enrollment. Presents statistical trend information and enrollment projections to senior staff, Board of Specified Jurisdiction and faculty.
4. Attends Board of Specified Jurisdiction meetings when appropriate and is involved in strategic planning and keeping the board fully apprised of the school's admission, financial aid and marketing endeavors.
5. Develops a system for data collection and oversees data management. Updates admission and incoming student database in order to provide weekly, monthly and annual reports and analysis as they relate to admissions and enrollment.
6. Develops a research agenda to better understand students and families persisting through the admission phases (prospect, inquiry, visitors, applicant, acceptance, newly enrolling), and those not persisting.
7. Oversees all on-campus visitation programs including Open Houses, interviews and accepted student programs.
8. Oversees the management of all admission publications and admission process communications, including work on the production of the school's viewbook.
9. Oversees the volunteer network of Admission representatives, working closely with key volunteers.
10. Builds, maintains and encourages relationships with feeder parishes, preschools and other neighboring schools and identifies new opportunities for outreach.
11. Is an integral leader for the school community and participates fully in daily community life of the school.

Development

1. Plans, manages and implements all fundraising (revenue-based) and friend raising (relationship-based) initiatives.
2. Plans, manages and implements annual giving, major gifts and events. This includes but is not limited to prospect identification and research, cultivation, solicitation, gift processing, acknowledgments and stewardship. This may include some travel for face-to-face visits and events with prospects and donors.
3. Educates and engages key volunteers (i.e. Parents Association) in implementing and executing mission-based fundraising.
4. Works to create and support a culture of philanthropy within the school.
5. Creates and/or oversees database and data management for reports and analysis as they relate to development. Updates and maintains the alumni and past parent databases.
6. Develops processes and procedures for advancement operations.

Governance

1. Promotes understanding and support of the school's vision, mission statements and objectives.
2. Serves as the staff liaison for the enrollment and development committees of the board to help inform and educate on trends and projections.
3. Aids in setting school priorities to meet annual goals.
4. Reports on progress of goals and objectives.

Communications

1. Sets and maintains professional writing and design standards for school communications. Serves as brand ambassador of the school. This includes, but is not limited to:
 - Website and email marketing creative direction and production
 - Print publications including school newsletter/magazine, marketing materials, giving program brochures and direct mail pieces
 - Social media updates and communications
 - Media relations including advertising and press releases in local newspapers, local media coverage of school events.

QUALIFICATIONS

- 3-5 years of experience in Admissions or Development is required. Volunteer management and board experience a plus.
- Bachelor's degree in related field strongly preferred. Master's degree preferred.
- 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 recruit and manage volunteers.
- Superior communication skills, ability to conceptualize and execute strategic plans, the ability to interact confidently and effectively with school staff, students, donors, trustees (board members), school administration, the media and alumni.
- Working knowledge of Microsoft Office (Word, PowerPoint, Excel) and social media is required.
- Experience in a not-for-profit environment, parochial, independent school is preferred.