

CHARLOTTE CATHOLIC HIGH SCHOOL

POSITION DESCRIPTION: Assistant Director, Advancement and Communications

Reports To: Executive Director, Advancement

Begins: August 2020

Terms: Full time

Salary: Based on qualifications and experience

Summary: The Assistant Director of Advancement and Communications provides leadership and management to annual giving programs.

The Assistant Director's primary responsibility is the strategic execution and management of a comprehensive annual giving program, including the coordination and oversight of supporting initiatives in the areas of donor relations and special events.

The Assistant Director's primary responsibility is the strategic execution and management of a comprehensive annual giving program, raising funds from CCHS Alumni and other constituent groups. The Assistant Director will work with the Advancement Office to implement cultivation and stewardship events that will engage CCHS Alumni.

This position will:

- Direct the Alumni Annual Fund: With the Alumni Association Board of Directors and Advancement Director, determine annual giving goals for the CCHS Alumni Association and build strategic and tactical plans for achieving these goals. Develop strategies to increase the alumni giving rate and to identify and solicit alumni prospects.
- Develop, market, and work with the Advancement Team to implement alumni engagement programs and events which communicate the importance of philanthropy and encourage alumni participation.
- Support and assist in managing the Alumni Association Board of Directors.
- Establish and build relationships with a wide range of alumni, locally, regionally, and nationally; develop a communication plan to include regular communication via direct, face-to-face contact, electronic and other strategic methods of communication.
- Formulate and execute a major gifts program for special projects – specifically the Teacher Impact Fund.
- Work effectively with Advancement Team and Boards of Directors' representatives to gain strong participation in annual giving and build strategies for moving donors to higher giving levels.
- Support a comprehensive development program based on the direction of the Advancement Director by managing a portfolio of major gift prospects.
- Create and distribute monthly electronic communications to all alumni, including the e-newsletter.
- Coordinate with Advancement Team for alumni reunions; develop and implement strategies for follow-up for all engagement events.
- Maintain and update the alumni website.
- Help maintain the donor database, including notes related to all interaction and strategies with prospects and donors.

- Develop strategies for external communications for CCHS news including press releases and use of social media.
- Work with the Executive Director to write and coordinate “Year in Review.”
- Assist as needed editing and/or distributing CCHS communications.
- Capture on campus photo opportunities.
- Other responsibilities as assigned by the Advancement Director and the Principal.

This position will be evaluated by:

- Funds raised through the alumni annual fund, targeted appeals and through events where revenue goals are the clear objective.
- Timeliness and quality of communications.

Qualifications:

- Bachelor’s Degree
- 3-5 years alumni relations or fundraising/event planning experience
- Experience in managing interpersonal relationships with faculty, staff, alumni, donors and volunteers
- Strong communications skills, both written and verbal.
- Proficiency in desk top publishing and electronic communications.
- Skills in media relations including using social media.
- Must be comfortable in fundraising environment and with making direct contact with potential or existing donors
- Ability to demonstrate initiative and manage details within the broader vision of the overall CCHS Advancement strategies
- Willingness to work some evenings and/or weekends when required to attend events.
- Proficiency in Microsoft Office; knowledge or experience in Bloomerang, Greater Giving or other donor management software program preferred.

6-2-2020