**CHARLOTTE CATHOLIC HIGH SCHOOL**

**POSITION DESCRIPTION:** Assistant Director, Annual Giving and Major Gifts

**Reports To: Executive Director, Office of Advancement**

**Begins:** August 2018

**Terms:** Full-time/Salaried

**Salary:** Based on qualifications and experience

**Summary:** 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.   
  
He/she develops a coordinated matrix of communication and solicitation strategies involving email, direct mail, phone/mail, personal visitation and volunteer engagement, all focused on shaping a sustainable tradition of annual support.  
  
In addition, he/she will foster the growth of best practices in the supporting areas of gift processing, data management and donor relations as related to annual giving and the school as a whole. The director has a keen appreciation for the foundation of annual giving as the enabling component of successful major and gift planning programs.  
  
The assistant director provides strategic direction and long-range/short-range planning for all these areas in the context of growing the annual giving program while supporting the greater development and campaign goals of CCHS Advancement.  
  
**Key initiatives include:**  
• With boards of directors, determine annual giving goals for CCHS Alumni Association and CCHS Foundation and build strategic and tactical plans for achieving these goals. This strategy will be a comprehensive plan utilizing the resources available through the Advancement Office.  
• Focus on effective communication and solicitation activities within specific market segments identified as having potential for the greatest growth.   
• Oversee all annual giving programs for the CCHS Foundation and CCHS Alumni Association.   
• 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.  
• Coordinate annual giving with reunion campaigns and other specialty constituents, such as trustees and alumni board members, in a sophisticated and effective fashion.  
• Manage a prospect pool with annual goals for personal visits and giving outcomes.   
• Create, develop and execute a highly effective and sustainable volunteer component within annual giving.

**Qualifications:**

* Bachelor’s degree required.
* Three-five years of fundraising experience required.
* Strong managerial, leadership and supervisory skills necessary.
* Excellent skill and understanding of computer and constituent software required. Proficiency in Microsoft Office; knowledge or experience in donor management software preferred.
* Understanding of database management, gift processing and donor relations.
* Ability to work independently and within a team environment.
* Willingness to work some evenings and weekends, as required.
* Demonstrated organizational and communication skills as well as ability to work with and motivate other development professionals and volunteers.
* Ability to provide direction and motivation to others through communication, modeling appropriate behavior, optimism and high achievement.
* Openness to new ideas and their implementation. Ability to react and adapt to changing situations appropriately.
* Ability to listen carefully to and understand constituents’ needs, both internally and externally, and proactively respond to those needs in a consistent and timely manner.
* Demonstrated analytical and fund raising skills with the ability to recognize opportunities, identify critical, high pay-off activities and prioritize them to attain goals.

**To apply:**

Please send cover letter and resume by July 12, 2018 to:

Sally McArdle, Director of Advancement

Charlotte Catholic High School

7702 Pineville-Matthews Road

Charlotte, NC 28226.