



Assistant Director of Advancement & Communications, Charlotte Catholic High School Position Description

The Assistant Director of Advancement & Communications' primary responsibility is the strategic execution and management of a comprehensive annual giving program, including supporting initiatives in the areas of donor relations and special events. He/she will raise funds from CCHS alumni, parents, past parents, and other constituent groups. The Assistant Director will work with the Advancement Office to implement cultivation and stewardship events that will engage CCHS alumni, parents, past parents, and friends.

Essential Responsibilities and Duties

Fundraising and Development

- Direct the Annual Fund: With the Principal and Advancement Director, determine annual giving goals and build strategic and tactical plans for achieving these goals. Develop strategies to increase the giving rate and to identify and solicit prospects.
- Work effectively with Advancement Team and volunteers to gain strong participation in annual giving and build strategies for moving donors to higher giving levels.
- Help maintain the donor database, including notes related to all interaction and strategies with prospects and donors.
- 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.
- Support a comprehensive development program based on the direction of the Advancement Director
- Coordinate with Advancement Team for alumni reunions; develop and implement strategies for follow-up for all engagement events.

Marketing/Communications & Operations

- Develop 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.
- Develop, market, and work with the Advancement Team to implement alumni, parent and past parent engagement programs and events which communicate the importance of philanthropy and encourage alumni and parent participation.
- Create and distribute monthly electronic communications to all alumni, including the e-newsletter.
- Maintain and update the alumni website and advancement websites.
- Assist as needed with external communications for CCHS news including press releases, use of social media and all communications.
- Assist in capturing on-campus photo opportunities.

Other Responsibilities and Duties

- Other responsibilities as assigned by the Advancement Director and the Principal.



Qualifications and Competencies

- Bachelor's Degree
- 3-5 years alumni relations or fundraising. School fundraising experience preferred.
- 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
- Must be able to work some evenings and/or weekends when required to attend events or to become engaged in the community.
- Proficiency in Microsoft Office; knowledge or experience in Bloomerang, Greater Giving or other donor management software program preferred.

Salary and Benefits

- This is a full-time, salaried position
- \$40,000 annually
- Entitled to all benefits, including generous paid time off and summer schedule

Applicant Instructions

- All applications are to be directed to PMA Nonprofit Leadership:
search@pattonmcdowell.com
- Applications should include:
 - 1-page cover letter
 - Resume
 - Three professional references

*** All files should be saved with the applicant's first and last name + document type (e.g., Jane Smith cover letter, Jane Smith resume, Jane Smith references) ***
- Please indicate in the subject line the position and organization to which you are applying (i.e., Assistant Director of Advancement & Communications, CCHS)
- No phone calls or in-person visits, please
- Note that only those candidates invited to screening will be contacted