



**TITLE: DIRECTOR of ADVANCEMENT**

**REPORTS TO: Superintendent/CEO**

**CLASSIFICATION: Exempt**

**POSITION DESCRIPTION:**

The Director of Advancement is a member of the school leadership team and is responsible for developing, managing and administering Albany Leadership Charter School for Girls' fund development program. The Director of Advancement is also responsible for managing and planning efforts in marketing and communications that will advance Albany Leadership's mission and goals. Reporting to the Superintendent/CEO and working closely with the Board of Trustees, the Director of Advancement leads the design and implementation of a comprehensive, results-oriented development plan that includes annual fundraising, major and planned giving, campaigns, and special events—including goals, strategies, benchmarks, and timetables—in order to identify new donors and deepen relationships with families and individual, corporate, and foundation leaders.

The Director of Advancement articulates all campaign strategies, participates in the identification, cultivation and solicitation of prospects; oversees all advancement activities and acts as liaison for the school and the community. Serving as the leadership team's chief advisor in matters relating to Institutional Advancement, the Director of Advancement takes responsibility for managing the school's Strategic Initiatives as they relate to funding priorities and will be responsible for building an advancement team consisting of current and necessary staff additions. This position is responsible for the oversight of all fundraising, volunteer, marketing, communications, alumni, and enrollment and recruitment activities. This includes providing strategic oversight of annual, planned, major and capital campaigns, leading foundation outreach and grant-writing efforts, and managing alumni relations and stewardship activities. Additionally, the Director of Advancement oversees external communications and community relations to ensure that the school has a clear and consistent voice.

The Director of Advancement plays a critical role in shaping the culture and building the foundation for Albany Leadership's ongoing success, forging strong relationships with parents and community leaders to drive the marketing and branding of the school in the broader community, while also continuing to build the enrollment process and spearheading the student recruitment strategy in order to fulfill enrollment goals/metrics. The Director of Advancement owns and is responsible for crafting and leading the student recruitment, enrollment, and retention strategy for the school and will lead the design and execution of a multi-channel



strategy to attract students and families to Albany Leadership, as well as lead in the school designing and maintaining effective enrollment systems and practices. Management includes, but is not limited to, reporting, training, accountability management, analyzing trends, sharing standard methodologies, and effectively rolling out new initiatives or modifications to existing practices.

### **Development:**

- Develop and maintain an organized Alumni association to encourage their involvement in multiple school functions and activities, and to encourage giving
- Organize and implement school-wide special events utilizing presentation and promotional materials
- Set and monitor the strategic direction of an advancement program and ensure its alignment with organizational goals
- Implement annual and strategic plans with the support of Principal/CEO and the Community and Communications Associate, Development Consultant, and volunteers.
- Design, implementation and management of a campaign to establish the school's brand recognition
- Design, implementation and management of the school's visibility, media and marketing campaigns for the purpose of fund development and recruitment
- Oversight of the design and production of the school's newsletter, website, and social media platforms

### **Fundraising:**

- Clearly articulate and promote a strong case for support that grows the donor base and giving levels through appropriate solicitation materials and proposals
- Develop the annual fundraising plan, including a timeline, goals and related strategies.
- Work closely with the Principal/CEO and Board of Trustees to cultivate and solicit donors through the annual fund, comprehensive/major gifts, endowment support, planned giving program, and special events.
- Develop long-term donor relationships and strategic partnerships as they relate to an organizational vision centered on social entrepreneurship, general fundraising and related communications.
- Research, write, and submit grant proposals from all appropriate grant-funding avenues.
- Establish and monitor key metrics to make forecasts and evaluate ongoing performance, ensuring the school will meet and exceed annual fundraising goals



- Monitor the regular reporting of development activities and oversee the monthly and quarterly reports for the Leadership Team and Finance Committee in advance of meetings.

#### **Recruitment:**

- Develops the comprehensive strategic plan, work cycle, and timeline for student recruiting.
- Develops metrics and outcome measurements to drive success and prepares reports and proposals regarding recruitment and outreach activities.
- Develops, coordinates and delivers outreach programs and marketing strategies, including community workshops, retreats, and related recruitment efforts; arranges visits and tours for prospective students and parents.
- Cultivates strong relationships with community leaders and school leadership teams to coach, develop, inspire and continuously improve recruitment and enrollment initiatives and strategies that create inroads into the community that will attract interested families
- Oversees and organizes the development of all recruiting material, promotional items, and related branding that will help spread the word about the school in the community, including coordinating staff and volunteers.
- Leverages accurate historical data based on recruitment and enrollment trends and market analysis to drive results and decision-making.
- Creates and delivers reports for the leadership team and Board of Trustees, which identify current recruitment and enrollment trends.

#### **Enrollment:**

- Develops a plan to increase mission-appropriate applicants through recruitment, advertising, and visibility.
- Designs, develops, refines, and executes on enrollment and relationship development strategies across the recruitment and enrollment season including pre-launch, application launch, lottery, orientation, registration, the first day of school and ongoing throughout the school year
- Continuously updates social media accounts and websites, and manages the lottery application portal for the school and families.
- Develops, maintains and codifies enrollment procedures and leads trainings for school-based staff
- Collaborates across departments to achieve enrollment goals



- Meets enrollment targets and metrics.
- Ensures that the school is compliant with all state and authorizer requirements related to student enrollment for open-enrollment charter schools.

#### **Family Engagement:**

- Develops a plan for alumni and parent relations which is systematic in its approach, addressing those who are positively disposed and looking for mechanisms to stay involved with the school
- Provides ongoing support and communication to families through the opening of school and throughout the school year
- Manages, with the appropriate staff members, the strategic plan and efforts of the Family Action Committee.
- Builds a network of “parent ambassadors” who will assist with community outreach and student recruitment in the community.
- Implements effective plans and strategies to overcome related challenges.
- Updates the school’s Facebook page and other social media outlets, highlighting special school events and information.
- Manages content on the school’s website.

#### **Communications and Community Engagement:**

- Defines the vehicles for communicating with all constituent groups.
- Oversees alumni and parent communications and provides vehicles for more effective Board and staff communication.
- Oversees external communications activities, including community relations events and public relations announcements.
- Demonstrates a deep respect for, and ability to articulate, the mission and core values of the school and commitment to academic excellence in a charter school education, along with the Board’s and School Leader’s vision on the strategic direction of the school.
- Develops communication vehicles that allow staff and Board members to provide feedback and that promote transparency in the feedback that is being provided.
- Positions advancement opportunities and integrates messages in news articles, publications, grant submissions, reports, and collateral materials.
- Creates and sustains a culture of philanthropy, engaging staff and Board members in the fundraising process, overseeing ongoing training, and supporting and managing philanthropic activities.



- Develops a plan to leverage community partners, Board members, and staff in the identification, qualification, and cultivation of strategic, high-value prospects, ensuring that all participants understand their roles and responsibility.

**Department Leadership:**

- Overseeing front office personnel and activities, including the hiring, definition of job responsibilities, and performance review process of each staff member
- Establish annual goals, provide regular performance reviews and recognition, and support ongoing professional development opportunities
- Attend school events and activities and foster pride and excitement in fundraising efforts
- Create goals, timeline(s), and Standard Operating Procedures for the department.
- Provide financial oversight for the department, including budgeting, planning and expense tracking
- Exhibits highly developed relational leadership skills, including the ability to develop and manage teams and build relationships across school and community
- Builds team capacity through department goals and progress monitoring guided by the school's mission and vision