



**The City School**  
LIGHT TO THE CITY

## **ADVANCEMENT DIRECTOR**

The City School is a growing Christian school with two campuses in Philadelphia, PA, whose mission is to train students' minds, disciple their hearts and bring light to the city—one child at a time. The City School is looking to hire an experienced advancement professional focused on the forward facing strategies of the school to ensure the leveraging of fundraising and development resources, strong and relevant communication and marketing, as well as recruitment and admissions processes all designed to advance the mission of the school.

Success while serving as the Advancement Director is defined as growing support for the mission of The City School by building positive relationships with potential donors while deepening relationships with existing donors through effective communication, personal requests to give, and disciplined follow-through. The AD will also work to ensure communication and marketing of the school is consistent, relevant and audience focused across all platforms including development, admissions and general school communications. The final area of oversight includes working with admissions staff to ensure the strategy of who and how we are recruiting is relevant and successful to ensure we are enrolling missionally aligned families into the school culture. The Advancement Director reports directly to the Head of School.

## **QUALIFICATIONS**

- Minimum of a Bachelor's Degree required; Professional certifications, such as Chartered Advisor in Philanthropy (CAP) or CFRE (Certified Fundraising Executive) are a plus.
- Have a minimum of 5 years of experience working in development; experience in communications, marketing and recruitment, enrollment and admissions preferred.
- Candidates for this position should have a proven track record in major donor development and growing ongoing financial support for a mission-driven organization.
- Strong and proven written and verbal communication skills.
- An ideal candidate will have grant writing experience.
- Excellent interpersonal and relational skills: a friendly, poised, professional demeanor and tactful, courteous, energetic, and polite.
- Ability to maintain strict confidentiality at all times.
- Ability to work independently and make decisions in accordance with the Head of School expectations, established school policies and procedures and school mission and core values.
- Ability to plan, set priorities, and implement work in a disciplined manner to keep multiple projects progressing to completion simultaneously with minimal direction.
- Strong computer skills including use of Microsoft products (Word, Excel, Powerpoint, Outlook), Google Suite, donor management systems (Bloomerang), and Canva.
- Desire to work in a multi-racial, urban, Christian School and relentless pursuit of academic excellence.
- Spirit of dedication, graciousness, and willingness to learn.

## **SPIRITUAL LIFE**

- Ability to express and demonstrate a personal relationship with Jesus Christ
- Ability to articulate the Christian foundation/philosophy of the school
- Commitment to personal growth and accountability through church membership
- Openness to kindness and candor in all relationships
- Agree to and willing to sign the TCS Statement of Faith

## RESPONSIBILITIES

### Leadership & Management (15%)

- Provide creative and innovative leadership.
- Oversee the development, admissions and communications staff; provide feedback and ongoing professional development to support staff, along with a willingness to listen and learn. Ensure staff are meeting the goals and deadlines set out for them and then evaluate them annually to assess progress.
- Maintain an appropriate level of visibility at school events where TCS constituents attend.
- Attend board meetings as well as participate in the Development and Marketing Committee meetings
- Serve as a key member of the administrative team, working closely with the Head of School and other key leaders.

### Fundraising & Development (60%)

- Create a culture of generous giving to TCS and generosity within the TCS Community.
- Develop and implement short-term and long-term, high-impact action plans to engage donor prospects face to face, seeking their generous financial support for the mission and vision of The City School.
- Implement disciplined methods of contacting, scheduling, visiting, and personally following-through to consistently grow a base of support from a growing number of donors.
- Establish and maintain contact with key individuals in businesses and foundations with the potential for contributing funds, services, or other resources.
- Oversee the grants acquisition and management strategy.
- Develop and implement plans for involving a growing and diversified donor base (e.g. parents, past parents, grandparents, alumni, corporations, foundations, friends).
- Identify and recruit volunteers for Development related teams and projects.
- Organize and oversee various capital campaigns, giving campaigns, annual giving, and special projects.
- Integrate the efforts of key people (Head of School, board members, key staff, volunteers, etc.) in the implementation of giving campaigns and development programs.
- Provide leadership for major development events (small and large group meetings, key donor lunches, banquets, organized phone-a-thons, etc.)
- Provide leadership in implementing a planned giving approach for TCS that creates opportunities for long-term sustainable giving.
- Provide leadership in growing our endowment and long-term investments through fundraising driven strategies.
- Communicate and administrate TCS fundraising policies and procedures among constituent groups (faculty, staff, parents, students, and alumni).
- Maintain careful notes, update and maintain the appropriate development records at all times; ensure data hygiene through ensuring development support staff maintain accurate records in the donor database.

### Communications & Marketing (15%)

- Develop a communications and marketing strategy in partnership with key leaders and ensure staff are executing the plan over time
- Provide leadership and/or assistance in internal or external communications, public relations, media resources, community organizations and other initiatives internal to marketing and communications.
- Work with the communications, development and admissions staff to develop relevant print and digital marketing materials across platforms.
- Ensure staff make regular updates to the website; ensure the website is used as a broad tool to communicate and market the school.

#### Admissions (10%)

- Work closely with the Admissions & Enrollment Manager to set strategic goals on how and where to recruit as well as streamline the admissions process for families.
- Ensure enrollment, re-enrollment, admissions and recruitment systems are functioning well; ensure the admissions department is recruiting and enrolling (in partnership with Principals and Educational Support Staff) missionally aligned families to the school.
- Ensure staff are maintaining and utilizing our school recruitment and management systems (Finalsight and School Admin/Rediker).

#### **SALARY & BENEFITS**

- Salary commensurate with experience
- Health, Vision and Dental benefits (TCS covers 90% of premium; employee covers 10%)
- Life Insurance
- Short term and long term disability benefits
- 15 days of PTO
- Minimum of 15 additional paid holidays and/or school breaks

**Apply online at <https://cityschool.org/employment/>. Initial application must include a resume.**