



## **Job Description**

### **Position: Director of Advancement**

#### **General Purpose**

The director of advancement is responsible for student recruitment, cultivating brand awareness, alumni relations, and fundraising initiatives for the school. Duties will be performed in accordance with the high expectations, mission, and vision of Summit Christian School. The director of advancement reports directly to the head of school.

#### **Position Term and Evaluation**

This position commences on August 1 and concludes on July 31. The position is renewable, pending the results of a performance evaluation to be completed by the head of school.

#### **Main Job Tasks and Responsibilities**

- Develop effective marketing strategies to promote the school to the community.
- Oversee visual communication of SCS brand.
- Manage school website.
- Manage all school social media platforms.
- Develop and distribute print and electronic materials related to the office of advancement.
- Manage school-wide fundraising campaigns and establish and cultivate donor relations.
- Manage spirit wear sales.
- Assist administration as needed.

#### **Education and Experience**

- **minimum education level:** bachelor's degree, preferably in marketing or business
- 2 years of experience in admissions, school marketing, or related field
- Willingness to embrace and promote the mission and vision of SCS
- working knowledge of computer applications such as Canva, Microsoft Office, Google Suite, and web-based data systems
- proven experience in producing professional correspondence and documents
- fundraising experience (desired)
- photography, graphic design, and web editing experience (desired)

#### **Key Competencies and Requirements**

- professional conduct, dress, and attitude
- mature and steadfast Christian walk
- excellent verbal and written communication skills
- collaboration planning, organizing, and attention to detail
- confidence and effectiveness when interfacing with international families
- information collection and monitoring
- initiative
- problem solving