



## **Director of Mission Advancement Immaculate Conception Church and Schools**

### **Position Summary**

Immaculate Conception Church, a parish of 4000 registered households located in Somerville, N.J. and its schools Immaculate Conception School and Immaculata High School, is seeking an experienced and successful full-time Director of Mission Advancement to lead and manage its fundraising, marketing, and communication efforts. This position is responsible for the strategic planning, implementation, management, and evaluation of its mission efforts in marketing and communications, enrollment management, alumni and donor relations, and in generating the philanthropic support necessary to advance the mission of the schools. The Director of Mission Advancement works collaboratively with and supervises the members of the Office of Mission Advancement, and in cooperation with the schools' Administration and Marketing teams, the Chair of the Board of Limited Jurisdiction. This position reports directly to the Pastor-Director of Schools.

The applicant should possess a bachelors degree or higher in business administration, marketing, communications or other applicable field and be passionate for the mission of Catholic education. In addition, the application should possess at least three to five years of proven fundraising experience, possess excellent oral and written communication skills, be a proven team leader adept at motivating, training, and managing the advancement team and the volunteer base related to it, and be proficient with donor tracking software such as Raiser's Edge.

Salary is commensurate with education and experience. Interested applicants should send a cover letter, resume, and references to the following address:

**Search Committee  
Immaculate Conception Church  
office@icsomerville.org**

## **DIRECTOR OF MISSION ADVANCEMENT JOB DESCRIPTION**

### **Position Summary**

The Director of Mission Advancement is responsible for the strategic planning, implementation, management, and evaluation of its mission efforts in marketing and communications, enrollment management, alumni and donor relations, and in generating the philanthropic support necessary to advance the mission of the schools. The Director of Mission Advancement works in collaboration with and supervises the members of the Office of Mission Advancement, and in cooperation with the schools' administration and marketing teams, the Chair of the Board of Limited Jurisdiction, and reports directly to the Pastor-Director of Schools.

### **Qualifications**

- Bachelor's degree or higher in business administration, marketing, communications, or other applicable field; master's degree preferred.
- Experience in development, marketing, or related field, preferably three to five years of successful fundraising experience.
- Familiarity and adherence to the principles that underlie Catholic philanthropic efforts as contained in the document, "Stewardship; A Disciple's Response".
- Demonstrated accomplishments in growing revenue, specifically relating to fundraising and school admissions.
- Proficiency with donor tracking software and social media platforms, proficiency using Raiser's Edge preferred.
- Outstanding communication skills, both oral and written, and superior interpersonal skills, with a natural way of connecting with various constituents and audiences.
- Experience in donor prospecting, in cultivating and developing relationships with key donors, and in achieving success with major gifts.
- Understanding how to build and expand the donor base through a variety of appropriate and effective strategies that are carefully shaped and uniquely targeted to various constituencies.
- Ability to manage/oversee special events with an eye towards helping donors to connect at a deeper level with the mission of the schools and especially the students.
- Ability to provide meaningful, productive engagement opportunities for volunteers assisting with the advancement initiatives.
- Skilled problem-solver and strategic thinker who will meet challenges with creative and effective solutions.

- A proven team builder and leader, adept at motivating, training, and managing both a staff with diverse skills, gifts, expertise, and experience, and those volunteers engaged in supporting the schools' philanthropic and marketing endeavors.
- A mature understanding of the critical role that Advancement plays in promoting and fulfilling the school's mission together with a mission-driven commitment to achieving strategic advancement goals.
- A focused and disciplined administrator capable of developing, implementing and evaluating effective strategies for success.
- Familiarity with IRS regulations as they relate to not-for-profit philanthropic giving and accounting/reporting standards.

## **Duties and Responsibilities**

### **Governance and Strategic Planning**

- Promotes an understanding, acceptance, and support of the vision and mission objectives of the parish and the school.
- Develops a strategic plan with both long term and short term goals and sets priorities to meet annual goals.
- Works closely with the pastor-director, school administrators, and advancement committee of the board to set and achieve goals and objectives.
- Promotes the schools' brand.

### **Communications**

- Sets and implements professional writing and design standards for school and parish communications. These include but are not limited to: print publications including schools' e-newsletter, parish bulletin, marketing materials, brochures, and direct mail pieces, and electronic communications including website and email.
  - Media relations management, including advertising in and press releases to local newspapers and media outlets to cover and promote school and parish events.
  - Updates parish and school websites, Facebook, Twitter, and Instagram accounts
  - Identify and develop emerging social media outlets and communication technologies.

### **Fundraising and Development**

- Responsible for the planning, management, and implementation of all fundraising and community-building initiatives.

- Plans and coordinates all annual fundraising initiatives, special events, and major gift event/appeals.
- Educates and engages key departments and others in implementing strategic, mission-based fundraising.
- Works to create and support a culture of philanthropy and stewardship within the school and parish communities.
- Identifies, cultivates, and solicits individual donors, major benefactors, corporate and business sponsors.
- Research foundations and corporations to find appropriate gift-giving opportunities; prepares and submits grant proposals; monitors the implementation of the grant monies; writes reports evaluating the grants.
- Responsible for the upkeep and maintenance of the database of donors and alumni, input and tracking, ongoing recording and acknowledgement of donations.

### **Constituent Relations**

- Identify, recruit, and engage volunteers including prospective students, parents, alumni, grandparents, area clergy, students, faculty and administrative staff, etc.
- Volunteer cultivation, motivation, and management.
- Work closely with the schools' board, staff, and volunteers to assist them in their activities as related to advancement and marketing.

### **School Enrollment Management**

- Responsible for the planning, management and implementation of the marketing, recruitment and retention of students. This includes but is not limited to open houses, campus visits and tours, re-registration, brochure creation, etc.
- Working closely with key volunteers, coordinate the external and internal marketing efforts and initiatives that attract and retain students in sufficient numbers to support the programs of the school.
- Plan, collect data, make projections and report enrollment management data.
- Formulates and implements a community relations and marketing plan to promote the schools as a high-quality PreK-12 Catholic educational system.