

Position Title:	Advancement Manager
Date Modified:	April 2022
FLSA Classification:	Exempt
Reports to:	Head of Institutional Advancement
Position Purpose:	Responsible for ensuring that all advancement projects, events, and initiatives are free of errors, conform with best practices and are completed on time.
Work Hours:	7:15 a.m. – 4:15 p.m.
Work Calendar:	Full Year
PTO Designation:	Senior Staff (Blackout Dates May Apply)

Description

The Advancement Manager reports directly to the Head of Institutional Advancement and indirectly to the Director of Communications. Primary responsibilities are to write, edit, and proofread copy and ensure that all advancement projects, events, and initiatives are free of errors, conform to best practices, and are completed on time. The Advancement Manager's primary goal is to advance the mission of the school and support the cultivation, solicitation, stewardship, and marketing communication goals of the advancement department.

Essential Functions

- Assists in the implementation of the school's annual communications plan, including internal and external communications, public relations, and marketing; protects brand integrity and cohesion.
- Writes, conceptualizes and/or, edits and proofreads publications (printed and digital) for school-wide content.
- Works with graphic designer and webmaster to execute concepts in various mediums.
- Serves as project manager and senior editor on all development projects including the Annual Report, all development collateral including the Case for Support, the development and execution of an all-school magazine, and other projects as assigned.
- Completes all prospect research
- Provides input on prospect strategy
- Responsible for Advancement and Campaign Committee Meeting Minutes

- Leads project management as assigned, including creation of the project brief, client interaction, scheduling, approvals, and sign-off.
- Thinks and plans strategically and creatively; works collaboratively in a team-oriented setting; communicates effectively with all constituents in a school environment; demonstrates a client-service mindset and work ethic; applies common sense and remains level-headed in the face of multiple deadlines and competing priorities.
- Thinks conceptually and within the context of the school's overall advancement needs.
- Demonstrates exceptional skills in writing, editing, and proofreading.
- Demonstrates willingness to work as part of a team by being service-oriented, flexible, and reliable when helping coworkers accomplish their jobs/tasks at hand.
- Manages campaign materials and collateral inserts, presentation pieces, donor recognition and stewardship, and prepares reports on campaign progress for various audiences.
- Tracks progress of campaign volunteer committees and takes minutes during meetings, and ensures that agendas and meetings are set, notices are sent, minutes are distributed, and assignments are tracked.
- Occasionally required to work evenings and/or weekends.
- Responsible for confidential and time-sensitive material.
- Works with administrative staff to ensure that data related to prospects and donors is accurate, recorded and tracked in Veracross.
- Monitors and reports deviations of budgets, expenditures, and timelines for projects.
- Evaluates all development projects for efficiency, accuracy, and net revenues. On an ongoing basis, looks for areas to adjust costs, improve processes, better utilize volunteers, better thank volunteers, and improve fundraising.
- Exhibits experience in and knowledge of development and marketing.
- Demonstrates proficiency as a strong writer (short and long-form copy) and excellent organizational, project management, and communications skills.
- Completes various Tasks related to the employee's yearly goals and the school's long range and strategic financial plan.
- Other duties as assigned by the Head of School.
- Assists in maintaining congruency between the school's board-approved Mission Statement, the Strategic Plan, and all activities of the advancement department.
- Enforces and adheres to school policies in all areas of the school's operation.

- Supports the Employee and School Handbooks and assists with revisions and updates, when necessary, of the school's marketing and communications policies and procedures.
- Exhibits the behaviors described in the Faculty and Staff: Basic Expectations, Characteristics of Professional Excellence and complies with Physical Requirements and Work Environment.
- Is assessed through the Professional Growth and Evaluation Program.
- Employee may be required to work remotely or engage in telework activity as determined in the employer's sole discretion.
- This job description is intended to describe the basic, critical elements of the job and should not be construed as an exhaustive list of all responsibilities, skills, efforts or working conditions associated with the job.
- This job description does not constitute a contract. It may be modified or amended at any time as determined in the employer's sole discretion.

Qualifications

- Bachelor's degree required.
- Five to seven years of experience in development/communications, nonprofit, or independent school setting.
- Strong writer (short and long-form copy)
- Excellent verbal and written communications skill along with organizational, project management, and communication skills.
- Impeccable attention to detail, exemplary organizational skills, and a strong ability to maintain confidentiality.
- Proven skills in planning, implementation, and follow-through with the ability to articulate the School's vision for fundraising and to execute a plan capable of sustaining that vision.
- Competency with Microsoft Office, The Chicago Manual of Style, and Adobe Creative Suite.
- Knowledgeable about communication systems, preferably Veracross, and has the ability to work in Veracross modules and/or other school management software programs.

Physical Requirements and Work Environment

- Occasionally lift 30 pounds.
- Generally, works in standard office conditions and climate.
- May work in varied extreme outside weather conditions during school events, special activities and fundraising events.
- Ability to work in a fast-paced environment dealing with a wide variety of challenges and deadlines.
- May work at a desk and computer for extended periods of time.
- Ability to stoop, bend, kneel, stand, walk, reach