

4.2 Director of Development and Admissions - Position Description

Background

In the spring of 2021, the Board decided to create the position of Development and Admissions Officer. The dual-role position incorporates many of the Society related activities that had been previously incorporated into the Development Coordinator position, but it also includes duties related to admissions and student enrolment..

Basic Function

A key role within the organization, the Development and Admissions Officer will utilize his/her strong interpersonal and communication skills, combined with their passion for Christ-centered education, to promote and grow our K-12 Christian Alternative Program. We're looking for a friendly and organized Individual to coordinate our nonprofit donation strategies and help us attract and enroll students to our K-12 programs.

Reporting to the executive director, this professional must have an established background in the development field and strong interpersonal and communication skills. Building community, developing relationships, and "telling our story" are the key components of this position.

The development officer role involves organizing large-scale fundraising initiatives, working with board members, managing our annual fund and building relationships with donors, staff and volunteers. The development officer will also implement major giving and planned giving fundraising strategies.

The admissions officer role involves responding to information requests, coordinating tours, participating in and/or leading new family information sessions, and participating in Open House and other promotional events.

Responsibilities

The following are the key duties and responsibilities of the Development and Admissions Officer:

Donor Relations Management (65%):

- Acts as the project lead on all annual giving appeals, including the Annual Membership Drive
- Coordinates, plans and evaluates our community fundraising events, including our annual goods and services auction and fall golf tournament
- Manages and stewards the Alumni program

- Maintains detailed records of all donor (including major donors) contact, history and moves management; ensures timely and personal appreciation and recognition is completed
- Manages the monthly giving program, working closely with the Marketing and Communications Coordinator
- Works with the Marketing and Communications Coordinator to develop and enhance promotion and recognition tools aimed at individual donors (website, print pieces, email content, story/pic/video library, frames)
- Communicates with donors and staff via email, phone or social media
- Answers donor and staff inquiries in a timely fashion
- Uses prospect research tools and your donor database to build donor relationships
- Identifies and stewards prospective donors.
- Stays on top of fundraising trends and the nonprofit community

Donor Database Administration (10%):

- Acts as the organization’s donor database administrator
- Performs regular database maintenance, including system backups and duplicate management
- Tracks and reports on data for fundraising; assists in the creation of event revenue reports

Admissions Liaison (25%):

- Responds to information requests and helps prospective students and their families determine if we are the “right fit”
- Provides consultations with prospective students when requested
- Participates in (or delivers) info sessions as needed, including Open House and other promotional events

Other duties as assigned

Qualifications

The following are the principal qualifications for this position:

Education
<ul style="list-style-type: none"> • Post-secondary education in a related field
Experience
<ul style="list-style-type: none"> • Minimum three years of fundraising experience in a not-for-profit setting • Experience with individual giving, planned giving and/or monthly giving programs • Proven success with donor prospecting, relations, stewardship and recognition

- Experience managing a donor pipeline; familiarity with fundraising software and database(s)
- Experience managing complex projects with specific targets
- Prior experience working in a K-12 school setting strongly preferred

Skills

- Solid understanding of basic fundraising principles
- Superior verbal and written communication skills, and ability to confidently interact with individuals at all levels
- Strong computer skills with proficiency in Google Suites and MS Office
- Efficient while maintaining a high level of accuracy and attention to detail
- Organised, systematic and able to prioritise, schedule and perform complex tasks on time and with minimal supervision
- Able to maintain confidentiality; demonstrate sound judgement and discretion
- Ability to liaise with other departments to achieve a common goal

Personal characteristics

- Proven ability to work well within a team
- Self-motivated and results-oriented
- Profess a faith in Christ and passionate about Christian Education
- Flexible, ability to adapt to change and shifting priorities and to work simultaneously on a variety of complex projects
- Friendly, patient and a good listener
- Positive, solutions-based attitude
- Contribute to positive culture of organisation
- Desire to learn, grow and be coached
- Flexibility to work some evenings and weekends is required

Additional Information

The above statements are intended to describe the general nature and level of work being performed by the Development and Admissions Officer. They are not to be construed as an exhaustive list of all responsibilities, and skills required. Job descriptions are somewhat fluid and will change depending on the agency's strategic direction and overall strategic objectives.