

**Diocese of Sacramento
JOB DESCRIPTION**

SCHOOLS: TBD

POSITION: Elementary School Advancement Director

CATEGORY: Exempt

POSITION STATUS: Full Time

SUPERVISOR: Principal

JOB SUMMARY: The development director works closely with the principal and others to ensure the long-term stability of the school by building relationships with a variety of stakeholders. The director will lead and create structures to support admissions and marketing in order to increase enrollment, advance fundraising, and actively promote the school to the community at large.

ESSENTIAL FUNCTIONS: Applies the professional skills and knowledge of specialized field and, following the specific responsibilities, performs work using considerable judgment.

Responsibilities:

- **Enrollment Management:** Support Principal with enrollment management
 - Oversee the Enrollment Management committee
- **Marketing:** Lead all marketing efforts
 - Create a committee of skilled advertising and marketing professionals to assist with the schools' marketing efforts.
 - Oversee a gratitude program for donors, supporters, and stakeholders
 - Oversee a hospitality program for the school
- **Development:** Lead development and fundraising efforts
 - Develop, implement, and monitor progress towards short and long-term fundraising strategies and goals.
 - Coordinate the Annual Giving Program and Planned Giving Program.
 - Ensure the creation, implementation, continuation, and growth of the alumni program.
 - Develop, maintain, and expand the alumni database, which includes alumni, current parents, grandparents of current students, founding families, school connected parishioners, and *friends of the school*.
 - Develop opportunities for parents, grandparents, alumni, parishioners and *friends of the school* to participate in the fundraising and volunteer programs of the school.
 - Cultivate relationships with *friends of the school* in addition to current donors.

MINIMUM QUALIFICATIONS:

Education: Bachelor's Degree

Experience: Marketing and advancement experience required. Experience with building strong relationships with all stakeholders required.

Skills / Knowledge:

- Practicing Catholic with general knowledge and understanding of the Catholic Church
- Confirms knowledge of the Church's mission in the Diocese of Sacramento
- Knowledge and understanding of Catholic elementary schools
- Quickly establishes rapport, relates to a variety of personalities and cultures, works independently, and maintains strict confidentiality and professional ethics
- Possesses professional temperament and appearance
- Complies with all workplace policies contained in the Diocese of Sacramento Lay Personnel Handbook, including but not limited to, employee standards of conduct, policy against harassment, electronic communications policy, and social media policy
- Displays excellent written and verbal communication skills
- Demonstrates proficiency in Microsoft Word, Excel, computerized software, and in technology usage and applications
- Shows aptitude for effectively analyzing information
- Ability to work non-standard hours with flexible availability

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