



## **Director of Advancement and Marketing (Full -Time, 12-months, Flex)**

This is a full-time, salary position, based on 40 hours per week.

### **Purpose**

The Director of Advancement and Marketing will lead in development, implement, and coordinate strategic plans for school sustainability and growth through fundraising, marketing and engagement with a variety of constituents; create and implement appropriate policies and procedures; promote Christian education; and build strong relationships with donors and all constituents of BCCS.

While this description serves to outline many of the expectations for this position, BCCS strives to build a team of professionals who work beyond job descriptions, are enthusiastic to be part of the BCCS faculty and staff, and are ready to work together to develop, operate, and maintain a challenging, excellent educational program reflecting a Christian world and life view in an environment that stresses compassion and responsibility.

### **Challenges and Opportunities**

As this is a new full-time role, the Director of Advancement and Marketing will have the unique opportunity to establish a strong foundation for fundraising and marketing at BCCS. The successful candidate will need to navigate the challenges of initiating new programs while building a culture of philanthropy, collaboration, and trust within the school community.

### **Authority**

The Director of Advancement and Marketing will report to the Head of School.

### **Educational Requirements and Qualifications**

Ideal candidates will:

- Hold a bachelor's degree in marketing, advancement, communication and/or similar field and prefer at least one of the following:
  - 3-5 years of marketing and/or advancement experience.
  - 3-5 years of event planning experience.
  - 3-5 years supervising graphic design and editing, video and photography and social media management experience.

### **Primary Areas of Responsibility**

#### **Fundraising**

Directly responsible for managing the Annual Giving program. Activities include:

- Annual goal setting, solicitation planning and multi-channel donor engagement.
- Understand, promote and solicit participation in the EITC & OSTC programs.
- Cultivate and solicit support with all constituents, including local businesses.

Directly responsible for initiating and managing a Major Gifts program seeking to raise \$10,000 annually from individuals. Personally steward a portfolio of donors through regular communication, personalized follow-up, and in-person solicitations.

Manage all events related to the work of advancement and marketing.

When assigned, manage targeted fundraising projects such as a capital campaign or a campaign to improve the endowment.

### **Stewardship**

Collaborate with the Business Manager on donor gift acknowledgements, maintain the donor database, donor recognition and gift reporting.

### **Marketing**

Oversee the development and activity of marketing. Craft and deliver mission-aligned messaging that inspires generosity and reflects the values of the school.

Activities include, but are not limited to:

- Writing and disseminating regular newsletters, constituent communications, announcements, and news releases through appropriate means.
- Provide leadership to social media strategy and website presence.
- Coordinate advertising with local media outlets.
- Develop and maintain a Style Manual.

### **Alumni Engagement**

Oversee the development and implementation of an Alumni Engagement program. The goal is to enhance relationships with alumni so that they become engaged to promote and support BCCS.

### **Professional Skills**

Candidates should be able to

- Demonstrate excellent verbal and written communication skills and the ability to communicate professionally via email and phone.
- Plan events and coordinate experiences for larger scale groups and functions.
- Be a self-starter who can take initiative and assume ownership for projects and events.
- Work well independently and collaboratively with Head of School, staff and faculty.
- Use proficient skills in Microsoft Office and Google Workspace.
- Show strong interpersonal skills and the ability to build relationships.
- Oversight of additional part-time staff for the department.

### **Professional Approach**

A successful candidate should be able to:

- Reflect BCCS “We Believe” attributes in all endeavors.
- Handle interactions with families and partners with grace and professionalism.
- Handle stressful situations with patience, understanding, and flexibility.
- Reflect a team-oriented approach focused on helping others to develop and share their gifts towards common goals.
- Continue personal professional development and lifetime learning.

### **Personal Characteristics**

Demonstration of Christian faith by being able to express specific knowledge of the Bible and its application(s); practicing daily devotions of prayer, reading of God's Word and meditation; giving

Christian service to others both within and outside the school; modeling a Christian Walk, in speech and action, while submitting to authority out of obedience to Christ.

- Affirmation of faith in Jesus Christ as Lord and Savior; God's sovereignty and dominion; and the infallibility/inerrancy of scripture.
- Agreement with Articles II and III of the BCCS Constitution and have a credible profession of faith and active membership in a church that agrees with the school's statement of faith.
- Following the Matthew 18 principle in dealing with conflict.

**TERMS OF EMPLOYMENT:**

Twelve months, full time; Salary commensurate with education and experience, projected at approximately \$40,000 per year. This position is also eligible to receive qualified tuition remission.

**EVALUATION:**

Performance of this position will be evaluated annually by the Head of School.

**OTHER:**

*I have read and understand this job description. My application for this position acknowledges that I am qualified and capable of performing the essential functions/duties of this position with or without reasonable accommodation.*

**Note:**

This is not an exhaustive or all-inclusive list of responsibilities, skills, duties, requirements, efforts, functions or working conditions associated with the job. This job description is not a contract of employment or a promise or guarantee of any specific terms or conditions of employment. The school may add to, modify or delete any aspect of this job (or the position itself) at any time.