

Marketing and Development Director Job Description for Immaculate Conception Regional School

Supervisor: School Principal
FLSA: Exempt

Scope of Position: As a member of the ICRS staff, in alignment with the mission, vision, and philosophy of the school, the Marketing and Development Director's (MDD) primary responsibility is to build relationships such that enrollment and school revenue increase. The MDD's position is full-time during the school year. This position closely aligns with the school calendar and provides flexibility for the MDD to work variable hours as needed depending on events and responsibilities. The MDD works closely with the principal, staff and parent volunteers. The MDD's efforts are key to managing, analyzing, reporting and progressively increasing enrollment, fund raising, and development efforts.

Essential Functions and Responsibilities:

1. Create a Marketing Plan to Increase Student Enrollment

Goal Year 1: Increase enrollment by at least 5 new students

- Increase the visibility of the ICRS name in the community via social media and printed media.
- Rally existing school families to bring in new families.
- Identify and reach target audience.
- Carry out the *ICRS Marketing Plan*.

2. Grow Revenue Sources

Goal Year 1: Increase revenue by \$10K compared to last year's auction and annual fund

Auction/Major Fundraising Event. This event raises funds to support the operating budget, tuition assistance and the Annual Fund.

- Oversee the Auction/Major Fundraising Event (Event) annually.
- Recruit, direct, and support volunteers in all aspects of the Event.
- Develop a timeline for meetings and deadlines. Communicate with, oversee and monitor timeliness and effectiveness of all Event subcommittees.
- Be proficiently knowledgeable with Event software.
- Follow set-budget, income and expense goals.
- Provide post-Event report summary to principal, Pastor, School Commission, and school stakeholders.

Annual Fund

- Set annual financial goal with principal.
- Design and implement a campaign that is targeted towards parishioners, grandparents, businesses, alumni families, and the larger community.
- Track all pledges, donations, solicitation letters, and provide thank you letters and tax-related donor letters.

Endowment

- Participate in/report at quarterly Endowment meetings.
- Create a planned giving program and implement.
- Establish a Legacy Circle or equivalent.
- Acquire and implement DONOR software that has event capabilities.

Grants

- Find foundations which support ICRS projects.
- Assist the principal in writing grants.

3. *Other responsibilities*

- Provide additional support for other agreed upon special events as needed.
- Team with other school staff in areas of communication and website updates.

Minimum Qualifications:

1. Must meet Safe Environment requirements and abide by Seattle Archdiocesan personnel policy.
2. EXCEPTIONAL interpersonal and organizational skills.
3. Ability to maintain strict confidentiality regarding work performed.
4. Ability to set priorities, work independently as well as on a team.
5. Ability to delegate to volunteers while maintaining oversight on processes and timelines.
6. Demonstrate ability to work well under pressure in a multi-task environment with time and resource constraints.
7. Strong command of Microsoft Office (Word, Excel, Outlook), as well as Event software.

Preferred Qualifications:

1. Bachelor's Degree preferred.
2. Five-years experience in a development office or non-profit preferred.
3. Understanding of Catholic school preferred.
4. Spanish/English bilingual preferred.