

## Position Description

<b>Job Title:</b>	Director for Advancement		<b>Date:</b>	May 2021	
<b>Department:</b>	Institutional Advancement		<b>Last Updated:</b>	May 2021	
<b>Reports To:</b>	President				
<b>Status:</b>	X Exempt	Non-Exempt	<b>Classification:</b>	10 mon.	11 mon.
	X FT	PT			X 12 mon.

### ADVANCEMENT AT THE ACADEMY OF THE HOLY CROSS

Institutional Advancement encompasses traditional resource development, including fundraising and constituency relations. Its exclusive function is to advance the mission of the Academy through the strategic procuring of philanthropic support. Institutional Advancement at Holy Cross seeks to forge stronger partnerships and deeper relationships between the institution and its potential supporters-alumnae, parents, community partners, foundations, business partners, and friends. The focus of all activities must be consistent with the mission and vision of the Academy.

Effective advancement processes and activities promote market awareness of the school's competitive strengths and identity, and create broad and deep relationships leading to increased philanthropic funding and increased strategic partnering. The outcome will secure the long-term health of Holy Cross and provide increased annual and capital funding. These crucial resources buffer Holy Cross' reliance on tuition increases to cover increasing costs of operations.

The Director of Advancement oversees three support staff, is responsible for working with other members of the advancement team, coordinating work and strategies with the Director of Philanthropy and Stewardship (who is leading and executing major gift campaigns) and the school President.

#### MISSION AND CORE VALUES:

The Academy of the Holy Cross, a Catholic College preparatory school sponsored by the Sisters of the Holy Cross since 1868, is dedicated to educating young women in a Christ-centered community which values diversity. The Academy is committed to developing women of courage, compassion and scholarship who responsibly embrace the social, spiritual and intellectual challenges of the world.

All faculty and staff must demonstrate a commitment to the Core Values of the Academy: community, Catholic identity, academic excellence, educating the whole person, tradition, diversity, leadership, single-sex education, environment, and communication.

#### PRINCIPAL RESPONSIBILITIES:

- Responsible and accountable to the President for the overall direction of advancement at Holy Cross. Works closely with the President and the Director of Philanthropy and Stewardship to establish department goals and strategies for the year.
- Oversees and directs support staff (as appropriate) in the areas of annual funding, alumnae relations, parent relations and advancement communications. Works in partnership with the Director of Philanthropy and Stewardship to coordinate major and planned gift activities
- Has specified and "hands on" responsibilities for all areas of the school's annual fund. Oversees the Database Manager in the annual fund support functions (donor recognition, database update and management, etc.)
- Oversees and directs the Advancement Associate with specific responsibilities for alumnae relations. With the President and Advancement Associate, establishes annual goals, strategies and tactics for the alumnae relations programs.

- Oversees and directs the Special Projects Assistant, and volunteers, with specific fundraising event responsibilities (currently, a Fall golf outing and Spring gala). With the President, establishes annual goals, strategies and tactics for the fundraising events.
- Leads the advancement staff to ensure good internal communication and teamwork.
- Works collaboratively with the Director of Communications, directing all communications activities. Provides the board and advancement committee with required reports in advance of each meeting.
- Works as part of a team, handling other relevant tasks as required or requested.

#### POSITION REQUIREMENTS:

- College degree.
- **5 – 10 years of experience in school fundraising**
- Personal commitment to the mission of Holy Cross and to Catholic, all-girls education
- Action-oriented with a sense of urgency in implementing departmental strategies
- Professional experience and proven effectiveness in the areas of fundraising (including annual fundraising, major gift solicitation, planned and deferred giving); alumnae relations; advancement communications.
- Comfort and experience with effective social media communications
- Personal integrity and maturity
- Self-motivated and willing to take the lead on difficult projects
- Effective communication skills – speaking, listening and processing, writing
- Strategic orientation with a vision for the future
- Ability to create strategic departmental plans, with clear objectives, goals and tactics
- Creative and forward thinking, with an ability to successfully implement new ideas
- Ability to analyze and prioritize time and resources under direct control and supervision
- Ability to work as a member of a team, and to lead by example
- Ability to coordinate complex projects involving several people, and to lead others around important tasks and deadlines
- Comfort in meeting with and speaking with a variety of people in a variety of professional and social situations