**ST. LAWRENCE SCHOOL**

**WEST HAVEN, CT**

**POSITION DESCRIPTION**

Position Title: **Coordinator of Advancement/Marketing**

Reports To: Pastor of St. John XXIII Parish through the Principal of St. Lawrence School

Status: Exempt

Approved By: Rev. José A. Mercado, Pastor

Prepared Date: July 15, 2019

**Summary:**

The Coordinator of Advancement is responsible for planning and implementing a comprehensive program of development including the cultivation of alumni/constituent relations and the execution of all fundraising programs including annual fund, capital efforts, planned giving, corporate support, and special events.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

* Plans and implements a comprehensive annual fund to raise significant operating funds for the school

\*Establishes annual fund goals; develops strategic action plan, budget and timetable for annual fund solicitations

\*Creates solicitation materials for direct mail

\*Integrates updated methods of online solicitation into action plan

\*Performs gift entry and transfer of deposits to Office Manager

\*Plans and executes phonathons

* Manages the process of all gift acknowledgement, donor recognition, and stewardship
* Utilizes advancement software to maintain the constituent database, including gift entry and all recordkeeping
* Identifies, researches, and cultivates major donor prospects (both individual and institutional) for annual fund and grants

\*Establishes major donor goals, budget, and timetable

\*Develops strategic action plan for major donor solicitation

\*Solicits key prospects for major gifts

\*Stewards donors

* Promotes planned giving to the school
* Produces an annual report of all philanthropic gifts to the school coordinates with the Office Manager for tax reporting and audit needs
* Reports regularly to Pastor and Principal re: progress toward all development goals
* Cultivates Alumni/constituent relations in support of the school

\*Plans and executes all alumni events including School and Class Reunions

\*Creates opportunities for alumni, parent and grandparent involvement in the school

\*Handles all correspondence, written and electronic, with alumni

\*Produces an alumni newsletter at regular intervals

\*Establishes alumni committees to work on behalf of the school

\*Communicates with alumni via social media

* Coordinate all marketing, advertising, and publicity for the school, in consultation with the principal and pastor
* Coordinate all social media marketing for the school (website, Facebook page, etc.)
* Plans and executes special fundraising and cultivation events in support of the school
* Prepares and monitors the annual budget for the advancement office
* Pursues grant funding opportunities for the school
* Maintains the advancement and alumni portions of the school website
* Identifies, recruits and trains all volunteers involved with the advancement effort
* Performs other duties as assigned

**KNOWLEDGE AND SKILLS NEEDED:**

1. Excellent communication skills, both written and oral
2. Strong interpersonal skills
3. Superior organizational and analytical skills
4. Ability to work independently and with volunteer committees
5. Enthusiasm, drive, initiative, motivational ability and energy to cultivate alumni relations and engage comprehensive financial support for Saint Lawrence School
6. Proficiency in public relations and administrative experience
7. Understanding and advocacy of Catholic school education and the mission of the school
8. Grant writing and marketing experience
9. Knowledge of and facility with computers and advancement software
10. College degree preferred
11. Valid driver’s license necessary

**WORKING ENVIRONMENT:**

1. Weekend and evening work hours may be required
2. Travel within the State of Connecticut is required