



Position Description

OVERVIEW

Job Title:	Director of Advancement
Classification:	Non-Faculty
FLSA Status:	Exempt
Supervisor:	Head of School
Supervises:	Associate Director of Advancement

The Director of Advancement is responsible for leading or collaborating in all aspects of the School's core effort to establish, build and maintain meaningful relationships and to develop and maximize philanthropic support. The advancement effort encompasses a broad range of responsibilities including direct oversight of development, collaborating with our parent association (WSPA) to foster financial and volunteer support, and alumni relations. The Director of Advancement is a strategic partner to the Head of School and a key member of the senior administrative team, helping to shape the internal and external messaging, design and implement the overall fundraising and campaign efforts, and deliver engagement programming to steward the experience of supporters.

ESSENTIAL DUTIES & RESPONSIBILITIES:

- Work closely with the Head of School, Board of Trustees, and the Director of Admissions to develop and implement a board comprehensive and strategic marketing and branding plan designed to boost school enrollment, increase the number of clients for The Center for Neurodiversity, and support fundraising.
- Work across all departments to maintain effective communications with and build relationships with the WSSA Community
- Oversee special assignments at the request of the Head of School
- Maintain appropriate accreditation data

- Participate in team meetings, faculty meetings, committees, and in-service training
- Take all necessary precautions to protect students, equipment, materials, and the facility
- Perform other duties as assigned by Head of School's Office

DEVELOPMENT:

- Create and oversee the implementation of a strategic approach to fundraising which includes major gifts, corporate donations, grant solicitations, and in-kind resources
- Collaborate with the Head of School and the Director of Finance & Operations to create an advancement plan that increases revenues to support the strategic direction of the Winston School San Antonio
- Monitor and evaluate all fundraising activities to ensure that the fundraising goals are achieved and adapted as necessary
- Develop and manage timelines for various fundraising activities to ensure strategic plans and critical fundraising processes are carried out in a timely manner
- Develop and implement policies and procedures that reflect ethical fundraising practices
- Develop an advancement plan
- Prepare and publish the annual report
- Prepare and submit grant applications as outlined in the advancement plan
- Oversee the planning and execution of special fundraising events as outlined in the fund advancement plan
- Identify and develop corporate, community and individual prospects for the organization's fundraising priorities
- Oversee the administration of a donor mailing list and database which respects the privacy and confidentiality of donor information
- Coordinate in-kind donations and make decisions regarding the issuing of receipts
- Engage volunteers for advancement projects using established volunteer management practices
- Develop and manage income and expenditure budget for the advancement efforts
- Make recommendations regarding strategic initiatives, including but not limited to planned giving, the annual fund drive and the annual report
- Build relationships with community stakeholders to advance the missing and fundraising goals of the school
- Foster an understanding of philanthropy within the organization

MARKETING & COMMUNICATIONS

- Implement marketing and fundraising strategies and special events that will engage donors and attract potential donors.
- Prepare regular reports on progress, budgets, receipts, and expenditures related to fundraising and the management of the advancement activities
- Develop an annual fund campaign and the branding and marketing that supports the campaign
- Develop a comprehensive communication plan to promote the organization to its donors, maximize public awareness of the fundraising activities of the organization, and strengthen community engagement

- Develop and manage an integrated online presence on all social media platforms
- Navigate and nurture media relations in the management of online, print, and other forms of advertising
- Prepare communications for Head of School, Board Chair, and school directors as needed and requested
- Oversee the production of a variety of publicity materials means to increase Winston's visibility and competitive positioning, and enhance the public's perception of WSSA and The Center for Neurodiversity.
- Oversee the design, printing and distribution of marketing and communication materials for advancement efforts

RESPONSIBILITIES OF EVERY WINSTON EMPLOYEE

- Provide students with positive reinforcement and positive redirection in accordance with *Winston's Employee Handbook*
- Agree to uphold the mission of The Winston School San Antonio
- Maintain strict confidentiality of all student and family information and documents in accordance with HIPAA and FERPA
- Abide by all requirements, policies and standards of conduct as stated in the *Winston Employee Handbook*, *Winston Family Handbook* and job offer letter
- Maintain appropriate accreditation data for current accrediting agencies, including but not limited to ISAS
- Participate in team meetings, Professional Development and In-Service training
- Maintain certification credentials and licensing as appropriate
- Take all necessary precautions to protect the safety of staff, students, and families; equipment; materials and the facility
- Perform other duties as assigned, including chaperoning, participation on field trips, assisting with and/or participation in school special events (such as Field Day, Athletic Banquet, Annual Alumni event, school dances, etc.) and other activities or tasks, that may include evenings and weekends, not listed in this job description but requested by Supervisor, Director, or Head of School

QUALIFICATIONS & REQUIREMENTS:

- Bachelor's degree in Business, Marketing, Public Relations or related field, Master's degree preferred
- A minimum of seven years of fundraising experience with nonprofit organizations
- Proven record of successful fundraising, particularly with regard to cultivating and soliciting major gift prospects and donors
- Outstanding organizational and presentation skills
- Exceptional written and oral communication skills
- Proven ability to effectively lead, manage and inspire a collaborative team with multiple creative projects
- Able to successfully plan and execute small to large events (50 to 500 guests)
- Able to work effectively as a member of an interdisciplinary team
- Able to stand, move throughout the campus, operate a computer, ascend and descend stairs, stoop, kneel and crouch

- Able to lift, move or transport equipment and/or furniture weighing up to twenty pounds across campus to various classrooms and events
- Able to work in outdoor weather conditions
- Able to work non-traditional work hours that may include evenings and weekends