



Position: Director of Advancement  
Member of: Year Round Staff

The Director of Advancement is a member of the school's leadership team and is responsible for providing leadership and strategic oversight for fundraising and securing the financial viability and growth of Willows.

### **Provide strategic vision, leadership, and direction for all development efforts**

- Prepare and implement a development strategic plan and determine fundraising capacity for future strategic planning.
- Create and execute a strategy for a large sustained base of annual individual donors among current/past parents, current/past faculty and staff, alumnae, and friends of Willows.
- Directly solicit gifts and take an active role in all facets of the fundraising process including prospect identification, cultivation, closing and stewarding of prospects/donors.
- Oversee the annual fund campaign, including parent promoter phone-a-thon.
- Set strategic goals for Holiday Prelude and capital campaigns.
- Further opportunities for planned giving through the Endowment Fund and a Legacy Giving plan.
- Solicit gifts to provide aid to current students through scholarship funds including Nicholas Scholarships, and Endowment Scholarships.
- Research and write grant proposals and reports to corporate, foundation, and government funders.
- Train and lead other volunteers and staff to support fundraising and marketing efforts.

### **Provide general institutional support as a member of the leadership team**

- Works in partnership with School Leadership and Board in making leadership decisions for advancement operations and establishing strategic goals.
- Oversee Domestic and International Admissions, Marketing, and Alumnae Engagement
- Works closely with the Marketing team and Development Committee to develop and deliver targeted communications to families, alumnae, and donors
- Work closely with Head of School and Communication Manager to oversee plan for internal marketing via Willows Weekly and social media, and quarterly alumnae newsletter



- Oversee the financial aid process, financial aid committee, and communication with families receiving financial aid. Coordinate scholarship fundraising and award process.
- Serve as a point of contact for the Endowment Committee.
- Other duties as deemed appropriate.

### **Develop relationships with members of the Willows Community and wider networks to advance the Willows mission**

- Personally contact, develop relationships, and follow-up with all members of the Willows community: particularly parents, grandparents, and alumnae..
- Attend all fundraising events and events open to parents and the wider community.
- Develop and maintain ongoing relationships with major donors.
- Work closely with alumnae to committee to develop and implement a plan and materials to engage with alumnae at different life stages and milestones.
- Coordinate a comprehensive records management plan in DonorPerfect, including the entry and acknowledgement of annual fund gifts and major donor moves management
- Along with School Leadership, engages in Outreach and Networking with partner schools, parishes, and community partners

### **Qualifications**

- Bachelor's degree
- 3-5 years of development experience or sales equivalent
- Deep understanding and passion for Willows mission and philosophy
- Knowledge of best practices in sales and fundraising and have a proven ability to meet objectives with a record of accomplishment.
- Strong experience soliciting and closing donor gifts, preferably in a school setting
- Excellent verbal and written interpersonal and communication skills
- High professional and ethical standards for handling confidential information
- Ability to organize and complete multiple tasks simultaneously with close attention to detail and prioritization to meet deadlines
- High-level of computer literacy and competence required; familiarity with CRM databases such as DonorPerfect preferred
- Ability to accept feedback and work both collaboratively and independently