

Director of Marketing and Development

Description

Tri-State Christian School seeks a Director of Marketing and Development who will be responsible to develop and implement marketing strategies and philanthropic support for Tri-State Christian School. This is a part time position and is paid hourly. (The number of hours per week is still to be determined.)

The director will work with the superintendent on creating the annual appeal, capital development, endowments, and gifts for scholarship through regular and planned giving. Development of the donor base, communication with stakeholders, and the creation and implementation of advertising and enrollment strategies are also part of the director's responsibilities. The candidate must have the ability to manage multiple projects at once, have effective oral and written communication skills, and excellent interpersonal and customer service skills. The Director of Development will be part of the senior leadership team and report directly to the Superintendent, who will supervise and evaluate his/her work. He/she will be spiritually mature and committed to the ministry of Christian education and Tri-State Christian School.

A qualified candidate will be in agreement with the school's Statement of Faith, will have a wholesome ministry viewpoint, will exhibit a Christ-like lifestyle and will be a member of a local Evangelical church. The successful candidate will be a self-starter who is goal and detail oriented and ideally have a Bachelor's Degree in marketing, development, or similar fundraising degree and has a minimum of 3-5 years experience in a development environment or related field. He/She must be a team player that responds well to leadership and that relates positively with people, possess outstanding communication, promotion and writing skills and has knowledge of principles and techniques of development, including organization and management, personal finance and marketing.

Responsibilities include:

- To design and implement a comprehensive development program and appropriate marketing strategies.
- To prepare an annual development plan/budget with goals/objectives in conjunction with the Superintendent.
- To develop strategies for and coordinate all fund-raising activities and campaigns for TSCS in keeping with our mission, vision, values, and goals.
- To develop and use the donor and prospect database.
- To create effective major donor cultivation and recognition initiatives.
- To develop a direct mail/communication calendar, segmenting and personalizing strategies for donor communications. Personally develop methods to solicit donor input and respond to donor feedback.
- To create and maintain a strong social media presence and develop the website.
- To supervise the coordination of school mailings and maintenance of mailing lists.
- To develop an estate planning and deferred giving program including resources for major donors seeking to make a planned gift (attorneys, estate planning specialists).
- To foster wholesome, cooperative, and mutually supportive relationships with community organizations.
- Participate in major school functions as a staff member, setting a positive example in attitude, industry, and loyalty.
- To keep statistical and other records which the job requires.
- To attend seminars, institutes and classes in his/her field to broaden his/her knowledge and effectiveness.

- To plan ways in which to draw Alumni into the work of TSCS.

Requirements

Spiritual/Education/Experience Requirements

- Required: Born-again Christian with a godly testimony who can serve as a Christian role model.
- Preferred: Bachelor's degree in marketing/development or related field.
- Required: Acceptance without reservation of Tri-State Christian School's Statement of Faith.
- Preferred: 3-5 years experience in non-profit development work
- Highly preferred: development work in Christian schools

Physical Requirements

- Regularly stand, talk, hear and interact with prospective donors and families.
- Be able to occasionally lift up to 30 lbs.
- Regularly uses close and distance vision.
- Turn, bends, reach teaching tools.