



DIRECTOR OF ADVANCEMENT

Reporting to the Head of School, the Director of Advancement is responsible for providing innovative and strategic leadership for institutional advancement. The Director of Advancement is responsible for institutional development, managing and planning efforts in marketing and communications, as well as oversight in admissions. The Director of Advancement articulates all campaign strategies, participates in the identification, cultivation and solicitation of prospects; oversees all advancement activities and acts as liaison for PCA and the surrounding community. Serving as the chief advisor in matters relating to Institutional Advancement, the Director takes responsibility for managing the school's strategic initiatives as they relate to funding priorities. The Director of Advancement is responsible for building, developing and maintaining an Advancement team consisting of current and necessary staff additions.

Specific Responsibilities Include:

- Building a comprehensive fundraising program

- Partnering with development staff, faculty/staff, Board members and other volunteers to achieve fundraising goals

- Stewarding major donors and managing a portfolio of leadership gift prospects, providing strategies for leadership prospects, and ensuring that timely steps are taken toward solicitation

- Continuing to grow annual fund efforts to increase parent participation through improved communication and education

- Collaborating with the Director of Marketing and Communications to address the School's various communications needs, such as:

 - Defining the vehicles for communicating with all constituent groups

 - Overseeing alumni and parent communications and providing vehicles for more effective Board and staff communication

 - Developing a plan for alumni and parent relations which is systematic in its approach, addressing those who are positively disposed and looking for mechanisms to stay involved with the school

- Collaborating with the Director for Admissions in developing a plan to increase mission-appropriate applicants through recruitment, advertising, and visibility

 - Collaborating across departments, specifically with Directors of Divisions to achieve admissions goals