



PROVIDENCE ACADEMY

LEADERS FOR CHRIST

Job Title: Director of Development and Marketing

Reports to: VP of Advancement

Status: Full-time; Off School Breaks; Hours: Year-Round Contract

Evaluation: The Director of Development and Marketing will be evaluated in accordance with provisions of the Board's policy on evaluation of professional personnel and this job description.

POSITION SUMMARY

The Director of Development and Marketing is a strategic position at Providence Academy and is a part of the Advancement Team. This position is responsible for relationship building with financial partners, donors, and prospective donors as well as conducting fundraising and grant writing activities. This position will serve as the point person for special fundraising events that include the annual Gala or equivalent event. The Director of Development and Marketing will also generate and communicate marketing content such as graphics, social media posts, and website updates to promote engagement and awareness.

DUTIES & RESPONSIBILITIES

Development

Collaborate with the VP of Advancement and Advancement Team in creating and implementing a fundraising plan that includes:

- A. Networking to identify and engage new donors.
- B. Maintaining and stewarding relationships with current donors.
- C. Generating development materials such as grants and case statements.

Marketing

Develop and execute marketing campaigns across various channels (email, social media, paid advertising) while collaborating in the creation and management of content for website and social media platforms that engages constituents and community.

LEADERSHIP

1. Provide Christ-centered, Biblically-directed, spiritual leadership to school faculty and staff as well as to other stakeholders as the opportunity arises.
2. Provide visionary leadership as part of the leadership team and to motivate others to unite in pursuit of the school's mission and highly successful outcomes in keeping with the *Providence Portrait of a Faculty Member*.
3. Contribute toward an atmosphere of joyful service to Christ and others.
4. Identify areas for advancement and improvement at Providence Academy, work with the VP of Advancement to set improvement goals, and implement processes and procedures to make those improvements.
5. Ensure all resources (human, time, physical) are used effectively, and identify any additional resources needed.
6. Once onboarded, be willing to lead and make decisions with sound judgment and little guidance.
7. Add How-To guide articles to school's central digital drive on a monthly basis.

QUALIFICATIONS

Required Skills and Abilities:

1. Strong leadership and consensus building skills
2. Ability to successfully collaborate with various teams and departments
3. Proven graphic design skills
4. Excellent written and verbal communication skills to speak with donors and other stakeholders across the community

Required Knowledge:

1. Basic understanding of organizational budgets and financial reports
2. Excellent knowledge and skill in using Microsoft Office Suite, Canva, Adobe Design Suite, and Google; knowledge of CRM database system

Required Education and Experience:

1. Bachelor's degree, preferably in an area related to marketing, fundraising and development
2. Strong leadership skills
3. Prior management experience

Preferred Education and Experience:

1. Masters Degree
2. Three or more years of experience in fundraising is strongly desired, preferably with direct experience for major gift and/or annual fund development at a Christian school, university, or other non-profit organization.

REQUIRED PERSONAL QUALITIES

1. Faith in Jesus Christ as his/her personal Savior.
2. A belief that the Bible is God's Word and is the standard for faith and daily living.
3. Agrees whole-heartedly with Providence Academy's Statement of Faith.
4. Is a Christian role model in attitude, speech, and actions toward others. (Luke 6:40) This includes being committed to God's biblical standards for sexual conduct.
5. Is a Christian who is an active member of a Christ-centered church, and will remain so during the period of employment, growing in his/her Christian relationship with God, and actively practicing and exhibiting Christian principles of the Christian faith; seeks to model in speech, actions, and attitude a consistent daily walk with Jesus Christ; sets an example of the importance of spiritual discipline; and encourages students in the importance of a personal relationship with Jesus Christ and growth of their faith.
6. Demonstrates the character qualities of enthusiasm, courtesy, flexibility, integrity, gratitude, kindness, self-control, perseverance, and punctuality.
7. Meets everyday stress with emotional stability, objectivity, and optimism.
8. Maintains a personal appearance that is a Christian role model of cleanliness, modesty, good taste, and is in agreement with school policy.
9. Possesses a clear knowledge, understanding, and heart for classical and Christian education.
10. Possesses a passion for the University-Model School mission/vision.
11. Is a spiritual leader.
12. Has a servant's heart.
13. Is able to diffuse difficult situations.
14. Is able to work independently and as a team.
15. Is a problem solver.
16. Respects confidentiality.
17. Possesses and demonstrates the fruits of the Spirit.
18. Is willing to be visible on campus and in activities; recognizes the sensitive nature of his/her presence.

19. Acts objectively when distinguishing what is best for Providence Academy when his/her own children are attending the school.
20. Is exemplary in praying for the school, staff, students, and families.
21. Models biblical principles of leadership in his/her relationships with and treatment of the faculty and staff.
22. Submits to the Head of School's and Board's authority.
23. Is able to articulate a Christian (biblical) philosophy of education and implement this philosophy at all levels of the school.
24. Is able to communicate openly and honestly with the V.P. of Advancement, President and Board, as applicable.

Providence Academy does not discriminate against applicants and employees on the basis of race, color, gender or national or ethnic origin. The purpose of this job description is to describe the basic function, major responsibilities/tasks, and essential functions of each job so that employees can better know what is expected of them. The descriptions also provide information useful for recruiting, training, and performance appraisal. This document does not create an employment agreement, nor does it modify the at-will employment status of all employees. This job description is not meant to inhibit employee creativity or innovation. It may be revised when necessary.