

Annual Campaign Director

Job Description

The Annual Campaign Director is responsible for managing and growing a comprehensive and strategic annual giving program of approximately \$1 M. Working closely with the Head of School, the Annual Fund Director will develop and implement efficient and effective cultivation and stewardship strategies for all constituencies, oversee volunteer peer-to-peer solicitation, manage a portfolio of donors, plan and support events as needed, and facilitate direct mail and online CHARIDY Day of Giving campaign. The Annual Campaign Director will work with the Board of Directors, collaborate with members of the Admin team, and report to the Head of School.

Job Responsibilities

- Create a compelling case for support of Annual Fund program for current and potential donors.
- Develop and implement a plan for increased Annual Fund support and participation rates across all constituencies including current parents, alumni, past parents, community supporters, and more.
- Oversee the creation and management of volunteer peer-to-peer solicitation – which includes strategy, messaging, and goal setting – along with the recruitment, training, and retention of engaged volunteers.
- Direct the development and production of all Annual Fund materials for print, digital, and social media channels.
- Use prospect research to determine appropriate targets and solicitation strategies for individuals.
- Manage a portfolio of donors and solicit constituents for Annual Fund gifts as needed.
- Produce relevant Annual Fund content for school-wide and external publications.
- Help plan and execute cultivation and stewardship events for donors and volunteers.
- Oversee the timely processing and acknowledgment of Annual Fund gifts.
- Assist the staff as needed to support alumni relations, the Parents Association (PA), and other initiatives.
- Produce internal and external progress reports that evaluate overall success of the Annual Fund and develop strategies to increase effectiveness.
- Keep current with best practices, innovative developments, and trends in the annual giving field.

Qualifications

- Proven skill at conceptualizing, drafting, and editing annual fund appeals
- Volunteer management and personal gift solicitation
- Must be highly organized and detail-oriented, able to multitask, and have excellent writing and interpersonal skills
- Must be a collaborative team player, able to take initiative, and work independently
- Possess a demonstrated ability to meet deadlines
- Must be flexible--approximately 10 evening events and four Sunday events, as scheduled
- Must be proficient in Microsoft Office and have a working knowledge of eTapestry or similar database program
- Bachelor's Degree and relevant development experience (preferably in education) are required

Salary Range: \$45,000 - \$75,000