



# TRINITY LUTHERAN SCHOOL

## **Position: Development/Marketing Director**

The Development/Marketing Director is a full-time position and is responsible for supporting the school by providing development, marketing, and related/public relations services at the direction of the Head of School. The Development/Marketing Director is responsible for implementing an annual development plan in coordination with the Head of School. This person spends a majority of time soliciting gift donors and prospects, coordinating the fundraising efforts for the school including current fundraising activities such as the Lion's Share Breakfast and Cinco de Derby and providing/updating news and features on the school's website and social media accounts.. Duties of the Development/Marketing Director are organized into two areas: Development and Marketing.

### **DUTIES AND RESPONSIBILITIES**

*(The essential functions/major responsibilities listed are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position. Duties and responsibilities are also subject to change by the employer as the needs of the employer and requirements of the job change.)*

- Identify, cultivate and solicit current and potential donors and sponsors for all school fundraising activities. This includes initiating appointment requests through phone calls and contact letters, scheduling appointments and making the ask.
- Identify, cultivate and secure legacy giving donors through wills, life insurance, trusts and retirement plan designations for school Endowment. Where possible, seek verbal or written documentation of the dollar value of legacy gift commitments.
- Prepare individual communication, cultivation and solicitation plans for each major gift donor/prospect to include gratitude phone calls, personal notes, invitations to special events, timing and approach of next ask.
- Oversee database maintenance and timely acknowledgement of gifts or donations through thank you letters and other communication.
- Research and write grant proposals that support segments of the school's long-range plan as well as the capital improvement plans. Assist the Head of School and other appropriate personnel in cultivating relationships with major local foundations.
- Collaborate with the Head of School in implementing the educational mission of the school. This is accomplished by participating in the comprehensive planning, implementation and evaluation of the school's goals, with specific focus on the development plan.
- Direct the school's Development Plan. Incumbent accomplishes this by establishing short (annual) and long (3-5 year) range goals and objectives for the development office based on the school's long range plan. Incumbent may assist the Head of School and/or Pastor and other school/church leadership in the development of the school's long-range plan. Incumbent facilitates the development and publication of an articulated, written case statement about the school which tells the story of Trinity Lutheran School and also includes the school's philosophy, values, mission, and public and community contributions.



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- Ensure the development and implementation of a comprehensive public relations and communications plan for the school. Relate with school leadership (including the School Board), teachers and staff; parents of current, former and future students; local civic and business leaders and area residents.
- Establish and monitor development goals with collaboration of the Head of School.
- Develop budget, goals and benchmarks for Lion's Share Breakfast, 60th Anniversary Celebration, Annual Fund, Endowment, and any other related campaigns.
- Prepare/order materials so projects can begin at appropriate time.
- Collaborate with the Head of School in handling marketing, public relations and communications activities for the school community.
- Work with the Head of School to share long-term goals of development office and coordinate and implement monthly activities.
- Plan fundraising events and work collaboratively with employees and volunteers to achieve benchmarks for various events.
- Work with volunteers to organize committees to handle events as needed.
- Oversee the continuing development of volunteers to help solicit donations.
- Supervise the creation of marketing materials to keep donors informed of needs, development programs and activities, and opportunities to give. This will include the school's annual report, email, website page, social media outlets and family email inserts as well as all annual fund and endowment solicitations.
- Maintain a level of knowledge and skills required by professional reading, attendance at workshops or conventions, and participation in professional organizations. Network with outside groups and organizations as appropriate.
- Prepare the annual development income and expense budget.
- Oversee the continuing updating of our databases
- Prepare and present monthly reports for the Head of School
- Maintain a strict level of confidentiality on all matters relating to school business and work within established school and church operating procedures.
- Perform other work-related duties as requested by the Head of School.

### **SPECIFIC JOB SKILLS:**

Thorough knowledge of the principles and practices of fund development (major/planned giving), with the ability to organize, create and implement development efforts through use of marketing techniques. Knowledge of school and church organizational operating procedures is required. Incumbent possesses ability to communicate effectively, both verbally (including oral presentations) and in writing with proper grammar and punctuation. Strong writing skills are necessary.

Position requires creativity, decision-making, interpersonal skills, use of discretion, teamwork, negotiation, independent judgment/ action, problem analysis, service orientation, and public relations to foster the school mission. Must be able to handle multiple projects/priorities. Incumbent must also be competitive and resourceful in an organization that has an infinite amount of need and a finite amount of financial resources. Perform basic math and be proficient with gift planning software. Knowledge of calculator, basic computer software (including WordPress) and all basic office equipment is required.



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## **EDUCATION AND/OR EXPERIENCE:**

Bachelor of Arts in communications, finance, public relations and/or marketing or an equivalent combination of education and experience in a comparable field with 3-5 years experience in a comparable position. Prefer 2-4 years experience working with education, non-profit, or religious organization. Experience in Development and/or Marketing fields preferred. Continuing education is required to maintain knowledge of tax codes affecting charitable giving. Experience running direct mail and advertising campaigns for planned giving required.

## **PHYSICAL DEMANDS:**

While performing the duties of this job, the employee is required to stand, walk, talk, reach, sit, hear, handle and perform repetitive motions of the hands/wrists. Lifts and moves items up to 30 pounds.

## **WORKING ENVIRONMENT:**

Incumbent is required to perform extensive computer work in a school or office setting. Job duties will require employee to manage evening/meeting weekends and attend school events and functions. Work is performed in and out of the office setting. Employee is required to travel occasionally. Occasional overnight and or/weekend work may be required. Extensive computer skills are required to effectively complete work.

The physical demands and work environment characteristics described above are representative of the physical capabilities that must be met by an employee and the working conditions that an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions