



PENINSULA CATHOLIC HIGH SCHOOL

Annual Giving and Marketing Coordinator Position

Peninsula Catholic High School in Newport News, Virginia is seeking a seasoned professional who is equally skilled in marketing and fundraising. This position will be responsible for collaborating with the Principal, Director of Development and Administrative Team to refine the school's messaging and deliver it through multiple channels (print, social media, email, etc.) to current and prospective families, alumni, donors and the community. The ideal candidate will also be a skilled fundraiser who has worked in a small development shop. Primary responsibilities include Annual Fund prospect management, direct mail and event fundraising. Candidate should be comfortable in developing long term philanthropic relationships with donors, parents, corporations and alumni. The successful candidate should have at least (3) years of experience in the marketing and development fields, able to prioritize projects, work within a team and independently and meet deadlines.

Major Responsibilities:

Development Work - 50%

- Manage portfolio of donors to include individuals, foundations and corporations to meet annual Development Plan goals.
- Complete at least 8 donor/prospect scheduled visits per month (on campus or in the community) with deliberate and development next step that leads to a gift ask.
- Implement on-going personal/written/phone contact with donors/potential donors.
- Create contact reports for each donor visit and record them into database system.
- In conjunction with Director of Development and Marketing, implement annual mail solicitation campaign.
- Consult with Director of Development and Marketing to strategize annual campaign fundraising efforts, next steps and goals.
- Responsible for soliciting sponsorships, ticket sales, auction items, etc. to ensure meeting financial goal(s) for fundraising events.
- Identify and implement event timelines, budget and logistics for all fundraising events.
- Recruit volunteer committee members and event chairs and provide them an engaging volunteer experience.
- Maintain a strict level of confidentiality on all matters relating to school business and work within established school operating procedures.

Marketing Work - 50%

- Create marketing materials to keep donors informed of needs, development programs and activities, and opportunities to give including the school's annual report and email.
- Prepare marketing materials for the Director of Enrollment and school-wide programs as directed by Director of Development and Marketing.
- Coordinate with Director of Development and Marketing and staff to maintain marketing design, and production calendar.
- Build and maintain an archive of high-quality photos and videos for marketing that are accessible to the Director of Development and Marketing and staff.
- Network with community parishes and media to raise awareness and visibility of the school.
- Build a library of informative, engaging and relevant blog messages for current/prospective donors.
- Attend weekly development planning meetings, monthly development department meetings and other required meetings as scheduled.

Qualifications:

- Bachelor's Degree in a related field or have significant experience in fundraising and public relations.
- Minimum three years development experience, including annual campaigns required.
- Experience in fundraising in an educational environment preferred.
- Strong organizational, administration, interpersonal communication skills, detail and "big picture" oriented.
- Skills in preparing written reports and proposals.
- Professional demeanor, flexible and able to respond to multiple demands.
- Must possess reliable transportation and be approved by insurance carrier to drive personal vehicle.
- Must be flexible regarding work schedule and location.
- Knowledge of social media and website management preferred.
- Proficiency with Microsoft Suite, InDesign and donor database management preferred.
- Proficiency in using a DSLR camera.

Please send cover letter, resumé, Diocesan application, (which can be found at www.richmonddiocese.org), and references to:

Robin Thomas
Peninsula Catholic High School
600 Harpersville Rd.
Newport News, VA 23601
rthomas@peninsulacatholic.com.

Applications will be accepted until position is filled.

Peninsula Catholic High School, a college preparatory high school in Newport News, serves students of all faith traditions in grades 8-12. Please visit www.peninsulacatholic.org for more information on our dynamic, innovative school.