



ST. THOMAS THE APOSTLE CATHOLIC SCHOOL
265 KING ST. CRYSTAL LAKE, IL 60014
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THE POSITION

Saint Thomas the Apostle School in Crystal Lake, IL is seeking an inaugural full-time Advancement Director to support the parish's vision for growth. The position reports to the principal and is responsible for the overall planning, management, coordination, and evaluation of the enrollment management, development, communications, and constituent/public relations programs of the school and all activities that create a supportive climate for enrollment and fundraising. This is all to provide sufficient resources to ensure the school can achieve its mission.

SPECIFIC RESPONSIBILITIES

Enrollment Management

- Responsible for the planning, management, and implementation of the marketing, recruitment, and retention of students. This includes but is not limited to open houses, campus visits, tours, re-registration, literature creation, social media posts, etc.
- Working closely with key volunteers, coordinating the external and internal marketing efforts and initiatives that attract and retain students in sufficient numbers to support the programs of the school.
- Plan, collect data, make projections, and report enrollment management data.

Development

- Responsible for the planning, management, and implementation of all fundraising and friend-raising initiatives.
- Plan, manage, and implement annual giving, major gifts, and events. This includes but is not limited to: prospect identification and research, cultivation, solicitation, gift processing, acknowledgments, and stewardship.
- Educate and engage key volunteers (PTO, Athletics, Alumni) in implementing mission-based fundraising.
- Works to create and support a culture of philanthropy within the school.
- Work closely with the advancement committee of the board to set and achieve goals and objectives.

Communications

- Responsible for setting and maintaining professional writing and design standards for school communications. This includes, but is not limited to:
 - Print publications including school newsletter/magazine, annual report, marketing materials, giving program brochures, and direct mail pieces.
 - Electronic communications including website and email.
 - Frequent Interactive Social Media posts: Facebook, Instagram, Twitter, etc.
 - Media relations including advertising and press releases in local newspapers, and local media coverage of school events.

Constituent Relations

- Identify, recruit, and engage volunteers including prospects, parents, alumni, grandparents, clergy, students, faculty, administrative staff, etc.
- Volunteer planning and management
- Building relationships with local parishes and high school
- Work closely with the school board, staff, and volunteers to assist them in their activities.
- Plan activities for the 100th anniversary of the school.
- Work to build an alumni network with current core group already established.
- Seek third-party recognitions, grants, special funding, etc.

Operations

- Database planning: data acquisition and management
- Database management: oversee the management of databases as it relates to enrollment management and development, especially the updating and maintaining of the alumni database.
- General office processes and procedures
- Other advancement duties as assigned by the principal

QUALIFICATIONS

- ✓ A minimum of a bachelor's degree in a related field such as business marketing, sales, account management, communications, or development.
- ✓ Must understand and have a commitment to the mission of Catholic education.
- ✓ Ability to appreciate and communicate a passion for Catholic elementary education.
- ✓ Demonstrated leadership and effectiveness in developing and accomplishing organizational goals.
- ✓ Ability to build a team by effectively recruiting and managing volunteers.
- ✓ Superior communication skills
- ✓ Ability to interact confidentially and effectively with pastor, school staff, students, donors, administration, the media, and alumni.
- ✓ Working knowledge of Google Apps and Microsoft Office and the Internet
- ✓ Experience in a parochial or not-for-profit environment is preferred.
- ✓ Experience in volunteer management, preferably in the field of education.

HOW TO APPLY

Send resume, cover letter, and list of three references to dkothera@saintthomascatholicchurch.org.

Your cover letter should demonstrate an understanding of Saint Thomas the Apostle School and a mindset consistent with our desire for growth, innovation, and change.

Deadline: February 7th, 2024