

HEARTLAND CHRISTIAN SCHOOL

DEVELOPMENT DIRECTOR – JOB DESCRIPTION

Supervisor: Superintendent

Status: Full-time, 12 months

General Description: The Development Director will spearhead all development efforts, both internally and externally in the community.

Specific job responsibilities include, but are not limited to:

FUNDRAISING

- Develop and execute annual fundraising plan for general operating budget.
- Manage and provide oversight to all fundraising activities for general operating budget.
- Secure financial support from individuals, churches, foundations, and corporations.
- Develop and maintain ongoing relationships with donors
- Create and execute a strategy for a large, sustained base of donors
- Conduct donor research and solicit major gifts.
- Design, implement, and manage all fundraising activities, special projects, endowments, and other school-related solicitations.
- Identify grants/foundations and secure funding.

MARKETING

- Develop a strategic plan for marketing internally (in the school) and externally (in the community).
- Oversee and improve all current developments efforts.
- Communications – creating and distributing promotional materials and publications.
- Creates press releases, media relations, the website and/or updates; also ensures internal communications.
- Maintains personal contact with key constituents including existing and potential donors, prospective families, influential community leaders, and other identified stakeholders.
- Creating and distributing direct mail, advertising, etc., as it relates to recruitment of students.
- Conducts Community Open Houses and special events as they relate to recruitment.
- Develops and implements strategies to promote Heartland Christian School (HCS) to both the internal constituencies of the school and the community at large.
- Oversees the branding of HCS.

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DEVELOPMENT OFFICE INFRASTRUCTURE

- Data tracking, analyzing and reporting on fundraising activities and results, including foundations, corporate fundraising, grants, and internal projects.
- Develops and trains volunteers to assist in special events and fundraising programs as needed.
- Creates office systems to support all Development projects and operations.

CAPITAL CAMPAIGN

- Oversees capital funding campaigns both current and future.
- Develops and executes comprehensive plans and timetables for campaign activities including communications.
- Collaborates with administrative staff to coordinate capital campaigns and regular school activities.
- Recruits, trains, and oversees teams to carry out the necessary tasks of a successful capital campaigns.

ALUMNI RELATIONS

- Designs and implements an alumni relations program.
- Manages and maintains the alumni database.
- Organizes alumni events and collects news and information about alumni for publications.

ADMISSIONS

- Help as needed