



EVERGREEN ACADEMY

Educating Students...Training Leaders...Commissioning Warriors

DIRECTOR OF MARKETING & DONOR DEVELOPMENT JOB DESCRIPTION

It is and shall be the policy and practice of Evergreen Academy in the hiring of employees that the school will not discriminate based on the applicant's race, color, biological sex, nationality, or ethnic origin. We reserve the right to screen applicants based on religious preference and their suitability to match their gifts, talents, and experience with the vision and mission of our school.

ACCOUNTABILITY:

Classification: Exempt, Salaried

Responsible to: Head of School

Supervises: Volunteers

Evaluation: Performance will be evaluated in accordance with this job description

General Description: The Director of Marketing & Donor Development is accountable for the planning and execution of marketing and donor development activities for Evergreen Academy. Reporting to the Head of School, the Director of Development will work to create and provide overall management of the capital campaign and fundraising strategies used to meet different financial objectives.

CREDENTIALS AND CALLING:

- Have a saving relationship with Jesus Christ
- Have earned a bachelor's degree and a love and passion for God and students.
- Be called by God to work at Evergreen Academy and an active member of a Bible believing church.
- Have a saving relationship with Jesus Christ
- The ability to maintain strict confidentiality of donor and prospect information.
- Agree to support and sign the EA Statement of Faith
- Agree to support and sign the EA Lifestyle Statement

ESSENTIAL JOB RESPONSIBILITIES

Donor Development Responsibilities: (75%)

- Willing and committed to participating in a donor development training program.
- Implement a comprehensive plan for the raising of funds through individuals, corporations, businesses, and foundations.
- Develop, grow, manage, and strategically and successfully utilize campaign donor and prospecting lists.
- Develop and implement a strategic plan to diversify, strengthen, and increase the funding base.
- Completes and closes 10 – 25 one-on-one presentations with potential donors per month.
- Cultivates a list of the top 150 prospects and donors.
- Develops and implements strategies for cultivating and soliciting major donors, fostering strong relationships to enhance philanthropic support. Provides a "personalized" donor experience.
- Creates customized, timely materials and presentations for donor meetings for a personalized approach.
- Ensures all gifts are recorded, processed, tracked, and acknowledged appropriately.
- Partners with Head of School and other team members to coordinate meetings with prospective donors.
- In collaboration with the Head of School and School Board, develop, plan, and execute a capital campaign strategy to raise funds to support Evergreen Academy's future Master Site Plan Vision.
- Reports and acknowledges all gifts and pledges accurately and timely.



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- Develop marketing material to support capital campaign efforts.
- Conducts follow-ups on donor meetings to ensure that action items are documented and executed.
- Create and maintain a donor management system that builds a pipeline across various donor audiences.
- Provide donors with high-quality reporting on the impact of their gift.
- Provide the Head of School with accurate and timely monthly fundraising plans and reports.
- Nurture and maintain a highly collaborative relationship with the Head of School, church leadership and members of the school board, supporting them in all their fundraising activities and responsibilities.
- Research, write, and submit grant proposals from all appropriate grant-funding avenues.
- Solicit, recruit, and organize donor development volunteers.

Marketing Job Responsibilities: (25%)

1. Strategic Planning
 - Develop and execute a comprehensive marketing plan aligned with the school's strategic goals.
 - Analyze market trends and competitor activities to identify opportunities for growth.
2. Brand Development:
 - Uphold and promote the school's brand identity across all platforms and materials.
 - Ensure consistency in messaging that reflects the school's Christian values and mission.
3. Digital Marketing:
 - Manage the school's website, social media channels, and digital advertising campaigns to effectively engage with the community.
 - Utilize analytics tools to measure and report on the effectiveness of digital marketing efforts.
4. Content Creation:
 - Lead the development of marketing materials, including brochures, newsletters, and promo videos.
 - Collaborate with faculty to highlight academic achievements, events, and community involvement.
5. Community Engagement:
 - Foster relationships with local businesses, churches, and organizations to enhance community support and partnership opportunities.
 - Coordinate outreach programs, open houses, and school events to promote enrollment involvement.
6. Enrollment Management:
 - Work closely with the admissions to develop strategies for attracting and retaining students.
 - Implement initiatives to engage prospective families and facilitate a positive enrollment experience.

SKILLS, ATTRIBUTES, AND EXPECTATIONS

The ideal candidate must:

- Possess a professional disposition/attitude and have excellent verbal and written communication skills.
- Can maintain and exercise discretion with confidential information, records, and materials.
- Be detail-oriented, meet deadlines and work with minimal supervision and frequent interruption.
- Have excellent customer service skills and the ability to communicate with various stakeholders.
- Demonstrate strong organizational, time management, problem-solving skills, initiative.

THE RIGHTS OF EVERGREEN ACADEMY

Evergreen Academy reserves the right to alter this job description to meet the needs and goals of the school.

THIS JOB DESCRIPTION DOES NOT CONSTITUTE A CONTRACT.