Director of Advancement  
Grosse Pointe Academy

Job classification: Staff, Full-Time, 12 month, Exempt
Reports to: Head of School

Overview of position
The Director of Advancement oversees two major areas of school activity: fundraising and constituent relations (volunteer management and special events). The Director of Advancement works closely with the Head of School and the Board of Trustees to oversee all aspects of The Grosse Pointe Academy’s advancement program. The position serves on the school’s administration team, the staff liaison to the Board of Trustees’ Advancement Committee and the Committee on Trustees, chief fundraising officer, and manager of the advancement department. In addition to being responsible for the main sources of fundraising revenue, the Academy Fund and the annual Auction, this position must implement new programs that include leadership annual giving, capital giving, and planned giving. This position will also provide critical support and oversight for the school’s next capital campaign. To be successful in all fundraising endeavors, the Director of Advancement must be someone who can create and sustain positive relationships between the school and its constituents, both internal and external, leading them to support The Grosse Pointe Academy as donors, volunteers, and advocates in fulfillment of the school’s mission.

Responsibilities
In the area of office operation and staffing, the Director of Advancement:

- hires, manages, leads, motivates, develops, and evaluates the Assistant Director of Advancement, the Volunteer and Donor Relations Coordinator, and the Advancement Associate, including helping them successfully meet their responsibilities
- sets policies regarding volunteer management, donor relations, fundraising reporting, and other office procedures
- works closely, supports, and informs the Head of School and the Board of Trustees on all matters involving philanthropy, fundraising, and constituent relations
- manages the Advancement Office budget
- insures proper maintenance of all Development donor databases maximizing the use of software for productivity and accuracy

Updated April 16, 2019
In the area of fundraising, the Director of Advancement:

- directs all fundraising programs to support school operations and growth, specifically the Academy Fund and any future Capital or Major Gift campaigns
- cultivates, solicits, and stewards donors and donor prospects in all constituencies
- personally manages a select portfolio of major gift prospects
- works with the Head of School, the Advancement Committee, and other volunteer leadership to develop dollar goals and strategies for each giving program, including cultivation strategies for all top-level donors and major gift prospects
- develops an annual giving leadership gift program
- supports the top-level fundraising volunteers, including the Academy Fund chairs
- identifies, cultivates and stewards all planned giving donors and donor prospects
- builds a program of ongoing cultivation of foundations, businesses/corporations and other local organizations, increasing awareness of The Grosse Pointe Academy and its programs, creating a philanthropic climate for additional support of the school
- drafts foundation and corporate funding proposals
- plans and organizes, in consultation with the Head of School, all campaigns for endowment and capital projects
- guides and supports the Head of School in his efforts on behalf of school fundraising
- provides regular, detailed reports and information to the Head of School and Board of Trustees to help in decision-making and program evaluation

In the area of constituent relations, the Director of Advancement:

- identifies, recruits, trains, and rewards volunteer leadership forming a cadre of working and giving volunteers
- designs a long-term strategic plan for the alumni and parent engagement programs and revisits such plans on an annual basis
- oversees engagement programming for all constituents (parents, alumni, and families), including on-campus events such as the annual Action Auction, and off-campus events such as regional gatherings, dinners, and all other cultivation and fundraising events
- strategically supervises and assists the Auction chairs in the successful execution of the annual Action Auction
- works with the Volunteer and Donor Relations Coordinator to guide and support the Alumni Council and other Grosse Pointe Academy volunteer groups
- works with the Assistant Director of Advancement on planning and organizing the annual Action Auction and other special events

In the area of communications and public relations, the Director of Advancement:

- manages and oversees all advancement communications, including all materials and mailings related to the Academy Fund and Action Auction

*Updated April 16, 2019*
• works with the Director of Enrollment to monitor the cohesiveness of The Grosse Pointe Academy messages in all print, graphic, video, and electronic publications
• works with the Head of School and board leadership to coordinate community relations efforts, media relations opportunities

In general, the Director of Advancement is also responsible for:
• staying well informed about national developments in philanthropy and communicating those developments to staff, trustees and volunteers as needed, as well as maintaining a collegial relationship with fellow advancement leaders in the Detroit area independent school community
• maintaining a positive and collaborative relationship between the advancement staff and the School’s faculty
• attending and staffing events as required, including some weekend and evening work

Qualifications
• Ability to think strategically to create and implement a long-term, results-oriented fundraising plan
• A strong commitment to independent school education
• An energetic, outgoing, and friendly personality and a strong work ethic
• Excellent communication skills (oral, written, and interpersonal)
• Ability to handle multiple assignments, meet deadlines, work collaboratively and independently
• Demonstrated ability in managing and developing a team
• Interest in and willingness to travel
• Experience managing and working with volunteers
• Computer skills essential; familiarity with fundraising software a plus
• Three or more years of successful non-profit/development experience
• Bachelor’s degree required

Duties are subject to change and other duties may be assigned at the discretion of the Head of School in coordination with the Board of Trustees.

The Grosse Pointe Academy does not discriminate on the basis of race, gender, color, national and ethnic origin in its hiring practices and in the administration of its educational policies.

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