

**MOUNT MERCY ACADEMY
JOB DESCRIPTION**

Job Title: Director of Institutional Advancement
Department: Institutional Advancement
Reports to: President

Job Summary:

The Director of Institutional Advancement provides overall leadership and management of the institutional advancement team – Alumnae Coordinator and Special Events – and related areas of responsibility. The Director participates with the Administration and school community in support of the Mission of Mercy Education to the public.

Essential Functions, Duties and Responsibilities: The following statement reflects the duties considered necessary to describe the essential functions of the position as identified and shall not be considered as a detailed description of all of the work requirements that may be inherent in this position.

Essential Duties:

OVERSIGHT RESPONSIBILITIES:

- Assist the President, in providing vital input in short and long term strategic and operational planning for the Academy
 - Ensure that the school's mission, vision and programs are effectively communicated to stakeholders
 - Assure that the Academy's image, systems and procedures support fund development.
 - Direct long range fundraising plans towards a potential endowment and /or a capital fund for the future
 - Lead staff and volunteers to institutionalize philanthropy and fund development within the organization.
 - Create, coordinate and assure implementation of strategies to identify and cultivate donors to support the organization.
 - Maintain accountability and compliance standards for donors and funding sources.
 - Serve as manager of the Institutional Advancement Department of the Academy
 - Supervise employee performance against objectives, while mentoring, guiding, and providing appropriate leadership for IA
 - Supervise preparation, timely financial reporting, and development of the annual operating budget and work with the finance committee of the board to track and project income and expenses for IA team
 - Maintain Financial coordination with the CFO

DIRECT RESPONSIBILITIES:

- Develop a comprehensive plan for solicitation of major gifts
- Research and write grants
- Expand and maintain Legacy, Memorials and Planned Giving Programs
- Expand and maintain the Scholarship Endowment Fund
- Oversee the Scholarship Program
 - Academic Scholarships
 - Financial Aid, funded by benefactors
 - Serve on the Financial Aid Committee
 - Develop and monitor budgets that are consistent with MMA's goals
- Prepare written and oral reports for the President and the Board of Trustees
- Assume responsibility for the Department Budget

COLLABORATIVE RESPONSIBILITIES:

- Work with the Special Events Manager
 - in the expansion of the alumnae and sponsorship data bases and their effective use by the department and school
 - in the expansion of participants in the various events sponsored by the Academy
 - Participate in planning appropriate fundraising events, determine their effectiveness, and add/change/or eliminate events based on thorough review and input from others
- Support the Director of Marketing and Communications
 - in the development of a comprehensive communications and marketing program designed to emphasize Mount Mercy Academy's unique mission, identity and qualities, and bring more visibility and recognition to the school
 - Support the continued development, implementation and leadership of the MMA brand by ensuring that the visual identity and quality of brand content are preserved while increasing the brand awareness and reputation
- Support the Director of Alumnae in the expansion of the Alumnae relationships
 - Assist with the growth of the school's Annual Fund
 - Expansion of lapsed alumnae donors
 - Creation of new donor base
- Support of MMA Personnel
 - Assist MMA personnel with research efforts that support enrollment goals, affirm institutional achievements, and evaluate constituency perception and satisfaction with MMA
- Use research and surveys to continually improve marketing and communication strategize the best use of resources with the President and Principal in developing policy-driven and critical-action agendas for meetings that garner exemplary results

Skills Required:

- Team-oriented professional with the ability to motivate and build trust among stakeholders as well as colleagues in support of the Mission of Mercy Education of young women for leadership in church and society
- Communication skills: strong written and oral abilities
- Business skills: management, problem solving, budget management; analytical, business, and computer skills
- self management: independently initiates and pursues objectives in an organized and efficient manner, prioritizes activities, maintains level of activity without direction supervision and maximizes team interaction to complete high quality work on time.
- Results orientation: identifies strategic initiatives and embraces a comprehensive organizational focus that mobilizes human, technical and financial resources to maximize results
- Goal achievement: establishes goals that are relevant, realistic and attainable.
- Identifies and implements required plans and milestones to achieve specific goals.
Stays on target to complete goals and devises best practices to overcome obstacles

EDUCATION REQUIRED (Minimum):

Bachelor's degree, master's degree preferred, in area relevant to the job description

EXPERIENCE REQUIRED (Minimum):

Five or more years in positions similar in scope and/or depth relevant to the job description.

Broad experience in business management, finance, advancement, marketing, communications, public relations and/or related areas.

SPECIAL REQUIREMENTS NEEDED FOR POSITION:

An understanding and passion for the mission of private Catholic education in the Mercy tradition.

Strong managerial, analytical, and planning abilities

Excellent communication and marketing skills

E-marketing experience

Familiarity with the marketing challenges in private education

Knowledge of web and web based communications, issues and strategies

PROFESSIONAL AFFILIATIONS:

Participation in the professional communities involved in philanthropy and fund raising, e.g.

Association of Fundraising Professions, etc.

MENTAL DEMANDS OF THE POSITION:

Must have a good understanding of fundraising goals and the purpose of the IA Office. Effective participation as a member of the school community, an ability to supervise, delegate, and effectively communicate to all constituencies of the Academy. Must be able to handle multiple deadlines and prioritize.

CONTACTS:

Staff, alumnae, students, parents, outside vendors, donors, general public

WORKING CONDITIONS:

Normal Office Conditions

PHYSICAL DEMANDS: Position requires some physical exertion for event set-up and take-down and some travel for alumnae chapter events.