



Parkview Christian Academy was founded in 1997 and is a Preschool to 12<sup>th</sup> Grade private school located in Yorkville, IL. Current enrollment is north of 300 full time equivalents. Parkview has solid faculty and staff and tremendous facilities located in the heart of town. Strong growth has accompanied the past five to seven years.

Please visit our website to learn more, <http://pcafalcons.com>. There's a good video on our homepage as well.

## **Parkview Christian Academy**

### **DIRECTOR OF ADVANCEMENT JOB DESCRIPTION**

**Job Title:** Director of Advancement

**Reporting to:** School Administrator

**Classification:** Full Time; Exempt

**Job Summary:** The Director of Advancement reports to and is under the immediate supervision of the School Administrator and is responsible to develop and oversee a comprehensive school fund-raising and marketing program. The Director of Advancement will develop and oversee the strategy, structure, and management of Parkview Christian Academy's fund-raising efforts and marketing needs. The Director of Advancement is responsible for the planning, organization, and coordination of the efforts that are necessary to raise gift income and to effectively promote Parkview Christian Academy.

#### **Personal Qualifications:**

- A born-again Christian who possesses a strong Christian testimony and evidence of spiritual maturity.
- Maintains a growing and vibrant relationship with Jesus Christ.
- Agrees with the philosophy, goals, and doctrinal statement of PCA.

#### **Credentials:**

- Education: bachelor's degree in a related field. A master's degree is preferred.
- Experience in fund development with a proven track record of success in raising funds particularly by securing major gifts, successful fundraising campaigns, and building a community of motivated supporters.
- Experience in marketing campaigns.



**Skills, Knowledge, Abilities, and Potential Skills:**

- A passion for the value of and need to support Christian education.
- Strong communication skills including the ability to write and speak enthusiastically and persuasively about PCA.
- Knowledge of and adherence to ethical standards of the advancement/development profession.
- A working knowledge of development best practices, trends in independent Christian school education and development, fundraising tools and technology including donor databases, email and online campaigns, and donor research.
- Proficient with WordPress contributor content management.
- Basic photography / videography skills.
- Basic graphic designs skills for development of promotional materials.
- Extreme tact and discretion, attention to detail, and a commitment to excellence.
- Extensive organizational and people skills with experience in working independently.
- Proficient with office, database, and donor tracking software.
- Ability to research and write grants.
- Maintains confidentiality.
- Works independently, efficiently, and is a self-starter.
- Networking skills with local businesses and constituents.

**Duties and Responsibilities / Marketing Needs Strategic Planning and Management:**

- Draft and implement an aggressive fundraising plan with objectives, goals, methods, and a reasonable timeline.
- Work with Superintendent / Administration in formulating annual goals at SCS to fund the development needs of the school.
- Develop and implement a comprehensive annual plan for the raising of funds through individuals, corporations, businesses, and foundations.
- Attract funding and organize school fundraisers targeting individuals, corporations, businesses and foundations.
- Track and maintain reports on progress of annual funding in various categories.
- Submit school storylines to local newspapers.
- Maintain school's social pages and any potential digital marketing programs.
- Spearhead school digital media presence.
- Local parades /events.
- Outreach create a PCA presence within the local community.
- Develop and maintain reports on the progress toward goals.
- Report regularly to the school administrator.



**Developing Donor Constituencies:**

- Build relationships with a variety of constituencies. Identify and solicit donor prospects, prepare and present proposals to private donors, corporations, foundations, and other granting agencies.
- Acknowledge and track gifts, correspondence, and communication with donors.
- Plan and facilitate activities/occasions to initiate and maintain contact with present and prospective donors.
- Encourage and appropriately recognize donor philanthropy.
- Create, maintain, and update a prospect database of current and potential donors.

**Fundraising:**

- Develop and implement a comprehensive plan for the raising of funds through individuals, corporations, businesses, and foundations.
- Establish, develop, and grow an endowment fund on behalf of PCA.
- Establish an Alumni Association.
- Research, write, and submit grant proposals from all appropriate grant-funding avenues.
- Seek out and implement all appropriate sources of fundraising.
- Solicit, recruit, and organize fundraising volunteers.
- Work collaboratively and creatively to appropriately integrate development opportunities into publications and collateral materials for cultivating and stewarding donors.

**Submittal:**

Please submit resumes to Jed Davis, Board President, at [thisjed@gmail.com](mailto:thisjed@gmail.com). You may call Jed as well with any questions at (630) 724-7600.