



POSITION DESCRIPTION

JOB TITLE: Director of Community Relations and Coordinator for Institutional Advancement

DATE: 2021-2022

DEPARTMENT: Advancement **REPORTS TO:** Assistant Head for Advancement

BASIC FUNCTION: This position is the “face” of the Development/Alumni and Marketing/Communication Offices when working with constituents of St. Johnsbury Academy and local organizations, as well as serves as a gift officer to cultivate, solicit, and steward a portfolio of individual donors and prospects. Coordinating, managing, and assisting department staff with alumni/development/marketing/communication functions to provide a full range of support to annual and long-range fundraising and development efforts. This position will also have a writing component which will require collaboration with Advancement, faculty, staff, alumni, and external constituents to research, create, and produce material to be used in the alumni magazine, distributed to local and social media, used for grant submission purposes, and sent to other public relation outlets as needed.

MAJOR RESPONSIBILITIES AND ACTIVITIES:

Institutional Advancement

- ❖ Work closely with the Assistant Head for Advancement
- ❖ Manage a personal portfolio of donors and prospects.
- ❖ Serve as the liaison between St. Johnsbury Academy and local community groups and civic organizations.
- ❖ Track and document contact with donors and prospects, establish and maintain a moves management system, and generate reports while collaborating with members in the department to keep constituent records up-to-date and new constituent data entered.
- ❖ Provide leadership and support for all Advancement functions including the annual fund, capital campaigns, stewardship, fundraising events, on and off campus alumni gatherings, reunion weekends, Alumni Council, and specialty events. Collaborate with internal partners on design of Academy logo and branding materials for Advancement, Admissions, Alumni, Athletics, and ecommerce.
- ❖ Coordinate, research, write, submit, and monitor grants for the Advancement division.
- ❖ Analyze data, produce reports, and provide recommendations to the Assistant Head for Advancement
- ❖ Plan, organize, and run select alumni and donor volunteer meetings.
- ❖ Manage, prepare, and execute alumni correspondence including such media as *The Hilltopper* magazine, individual class solicitations, class agent letters, event invitations, and reunions.
- ❖ Receive, log, and deposit all incoming gifts. Respond or delegate to appropriate staff for donor acknowledgement.
- ❖ Assist the marketing and communication department by writing select press releases, managing advertisement requests, and providing support as needed.
- ❖ Research and create class notes, obituaries, and other stories as needed for *The Hilltopper* magazine and other alumni and friend publications.
- ❖ Use various internet tools to research prospects, find lost alumni, update constituent information, and communicate in alternative ways (for example, Facebook, LinkedIn, EverTrue,

Blackbaud ResearchPoint, and other social

Community Relations

- ❖ Design, implement, and facilitate the annual marketing plan for St. Johnsbury Academy. Support in the development and implementation of departmental marketing objectives for SJA (for example, Extension Programs, theatrical performances, field house, etc.). Work directly with SJA faculty and staff to act as the central source for all community relations services for the SJA. Generate annual marketing and communications calendar for the institution.
- ❖ Plan and administer the St. Johnsbury Academy annual community relations budget; prepare progress reports to communicate effectiveness of marketing plan for Senior SJA Administration and if needed, the Board of Trustees. These reports will include budgetary information, progress, means of measurement and a channel analysis defining strategies and objectives for each (web, advertising, print, public relations, etc.)
- ❖ Oversee in the development of SJA publications for the marketing of the institution. Ensure SJA strategic goals are supported with these publications.
- ❖ Supervise the creation and placement of advertising for SJA. Work directly with internal staff to ensure consistency in SJA advertising. Supervise the development and publication of SJA press releases. Generate, implement, and maintain annual advertising calendar.
- ❖ Support Academy Headmaster's office with SJA Public Relations messages. Serve as the community liaison for regional agencies in the support of local programs and to promote the Academy as a leader in the community.
- ❖ Supervise all external marketing vendors in the daily maintenance of the marketing plan. This includes media reps, design agencies, advertising agencies, regional partners, and

media outlets).

internal staff. Oversee requests for proposals from soliciting vendors.

GENERAL

- ❖ Promote adherence to school's culture, mission, policies, and procedures to internal and external customers.
- ❖ Assist in the development of the Academy strategic planning, providing key marketing and advancement data.
- ❖ Keep abreast of local programs and regional partner planning and how it may affect the community relations and institutional advancement at the Academy.
- ❖ Empower advancement of team members to take responsibility for continuous growth in their roles and set and achieve goals.
- ❖ Foster a spirit of teamwork and unity among internal and external department members that allows for disagreement over ideas, conflict and expeditious conflict resolution, and the appreciation of diversity as well as cohesiveness, supportiveness, and working effectively together to enable each employee and the department to succeed.

The Academy administration reserves the right to assign or reassign duties and responsibilities to this job at any time.

REQUIRED SKILLS AND ABILITIES:

- ❖ Good organizational skills.
- ❖ Strong demonstrated prioritization and problem-solving skills.
- ❖ Experience energizing and managing volunteers.
- ❖ Experience with planned giving marketing and strategy a plus.
- ❖ Staying current with technology trends in alumni and development.
- ❖ Ability to work independently, with groups, and perform multiple tasks simultaneously.

- ❖ Experience managing, planning, and executing special events.
- ❖ Ability to deal effectively with and positively represent the Academy to a broad range of individuals and groups within and outside the Academy.
- ❖ Excellent oral, writing, and editing skills.
- ❖ Demonstrate understanding and expertise of the database software program (Blackbaud Raiser's Edge).
- ❖ Proficiency with Microsoft Office (Word, Excel, PowerPoint and Publisher).
- ❖ Ability to exercise discretion and maintain strict confidentiality.

EDUCATION/EXPERIENCE:

A bachelor's degree is required with five or more years in a management or leadership role. St. Johnsbury Academy graduate is desirable. A valid driver's license is required.

PHYSICAL REQUIREMENTS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.

Must have the ability to sit and stand for extended periods of time; exhibit manual dexterity to use a telephone, to enter data into a computer, tablet or other learning device; to see and read a computer screen and printed material with or without vision aids; hear and understand

speech at normal classroom or office levels, and on the telephone; speak in audible tones so that others may understand clearly in normal classrooms, and on the telephone; physical agility to lift up to 25 pounds to shoulder height and 40 pounds to waist height; and to bend, stoop, sit on the floor, climb stairs, walk and reach overhead.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Duties are normally performed in a school/classroom or office environment. The noise level in the work environment is usually moderate.

Teamwork and collaboration with the admissions office is also essential. Evening and weekend hours will be required during big events such as reunion, golf tournament, and commencement.

BACKGROUND CHECK AND

FINGERPRINTING: The Academy conducts criminal record checks on all candidates. We reserve the right to investigate fully any criminal or motor vehicle offense prior to consideration for employment. Job offer is contingent upon satisfactory maintenance or completion of our background and Child Abuse Registry reporting, and acceptance of our Sexual Harassment Policy.

I acknowledge that I have read and understand the above position description in its entirety, and I am capable of performing all of the stated requirements and essential functions as outlined. If I have any questions about the duties and responsibilities that I am asked to perform, I should discuss them with my immediate Manager, Department Chair or Human Resources Director.

I have discussed any questions that I may have had about this position description prior to signing this form.

Employee Signature

Date