



SPRINGWOOD SCHOOL

Director of Development and Marketing

Job Title: Director of Development and Marketing
Date: December 2024

Status: 12-month, Full-time/Exempt employee
Reports to: Head of School

School Overview

Springwood School is a private PreK-12 college, and career preparatory, day and international Boarding school led by Christian leaders who are guided by the school's vision to be an academically sound, spiritually vibrant, engaged community. Our mission is preparing students to be leaders of impact by providing a quality education in a nurturing mind, body, and spirit-focused environment.

Position Summary

The Director of Development and Marketing provides overall leadership for the school's advancement program and execution of the strategic plan as adopted by the Board of Trustees and directed by the Head of School. The Director of Development and Marketing directly oversees all development and fundraising, as well as supervises the marketing of such endeavors.

Essential Functions

The specific tasks, duties, and responsibilities of the **Director of Development and Marketing** include, but are not limited to:

- Directs through supervision and approval of all school fundraising initiatives, including the annual fund, program specific events, and alumni activities
- Oversees and executes a strategic marketing plan for school stakeholders by coordinating with marketing and communications team
- Provides oversight of development and marketing plan
- Coordinates marketing initiatives with admissions coordinator
- Develops, cultivates, and stewards relationships with donors through regular communication, in-person visits, and alumni and/or donor-oriented events
- Fosters and cultivate a culture of philanthropy throughout the school community
- Plays a significant role within the school leadership (administrative) team by providing input on issues related to school mission, vision, culture, and policy

Qualifications

The ideal candidate will possess the following qualifications:

- Is a committed follower of Christ who resonates deeply with the mission of Springwood School and can further that mission by making strong connections with missional donors

- Holds a bachelor's degree plus 5 years of development experience; experience in an independent school or other school setting will be a strong asset
- Is equally experienced and capable across all areas of advancement, including significant prior involvement in capital campaigns' major gift programs; annual funds and other fundraising efforts; marketing/communication plans and initiatives; and admission/enrollment management programs.
- Understands how internal and external marketing/communications and public relations relate to the advancement efforts of the school
- Has a track record of moving easily among people of wealth and influence, soliciting gifts directly from high-net-worth individuals, foundations, and other giving sources
- Is well-versed in strategic planning, including creative thinking, data gathering, research and analysis, critical reflection, tough-mindedness and practical execution

Performance Characteristics

The ideal candidate will possess the following characteristics:

- Is a natural networker, adept at developing and maintaining relationships with current and prospective donors
- Has excellent communication skills, both oral and written
- Can recognize, nurture and mentor talented staff members to help them succeed in their roles
- Is known as a person of great integrity who can build trust within the team and the donor base
- Has a high level of motivation and a positive attitude. The candidate must be warm and friendly toward all current parents, prospective parents, faculty, staff, students, and other stakeholders.

Physical Requirements

In compliance with ADA requirements, reasonable accommodation will be made for the known disability of an otherwise qualified applicant.

The statements in this job description are intended to represent the key duties, essential nature and level of work being performed. They are not intended to be all the responsibilities or qualifications of the job. All employees are expected to support the mission and vision of Springwood School, and to contribute to the overall life and culture of our students.