

Director of Advancement

Position Information

- **Position Title:** Director of Advancement
 - **Reports To:** Head of School
 - **Position Type:** Full-Time | Exempt | 12-Month
-

Position Purpose

The Director of Advancement at Shepherd Christian School exists to lead the school's long-term growth, sustainability, and mission advancement through strategic development, stewardship, and organizational alignment. This role encompasses fundraising, donor relations, enrollment support, marketing alignment, and financial stewardship in partnership with school leadership.

The Director of Advancement views advancement work as Christian ministry and strategic leadership—helping Shepherd Christian School grow responsibly, steward resources faithfully, and pursue God-honoring vision for the future. The title “Advancement” reflects a holistic approach that moves the school forward through vision, planning, relationships, and wise stewardship, not merely the development of existing programs.

Christian Mission & Lifestyle Expectations

As a ministry of Shepherd Christian School, the Director of Advancement is expected to model Christlike character and uphold biblical values consistent with the school's mission.

The Director of Advancement will: - Profess a clear Christian testimony and demonstrate a growing relationship with Jesus Christ. - Live a lifestyle of biblical integrity in speech, actions, and relationships. - Actively attend and support a Bible-believing church. - Support and uphold the school's Statement of Faith, Lifestyle Agreement, and Ethical & Moral Integrity standards. - Model integrity, humility, discretion, and faith-filled leadership. - Follow the biblical principles of Matthew 18 when addressing conflict. - View advancement, stewardship, and growth as ministry contexts that serve God's work through Shepherd Christian School.

Primary Responsibilities

Strategic Advancement & Vision Alignment

- Lead and execute a comprehensive advancement strategy aligned with the school's mission, vision, and long-term strategic plan.
- Partner closely with the Head of School to advance institutional priorities and future-focused initiatives.
- Translate vision into sustainable advancement goals and actionable plans.

Development & Fundraising

- Plan, implement, and manage fundraising initiatives including annual giving, major gifts, campaigns, grants, and donor cultivation.
- Build and steward strong relationships with donors, supporters, churches, alumni, and community partners.
- Communicate the Shepherd story compellingly to inspire generosity and partnership.

Financial Stewardship & Budget Partnership

- Serve as a key financial stewardship partner alongside the Business Manager and Head of School.
- Monitor advancement-related revenue, trends, and projections.
- Safeguard the school's budget through responsible planning, forecasting, and alignment.
- Support budget development and long-range financial planning without exercising independent spending authority.

Enrollment, Marketing & Communications Alignment

- Collaborate with the Experience Director (Admissions, Marketing, Communications) to align advancement efforts with enrollment growth and brand strategy.
- Help refine systems that support admissions, marketing, communications, and community engagement.
- Build and lead teams or committees that support advancement initiatives and outreach.

Community & Partnership Development

- Cultivate relationships with families, churches, businesses, and community organizations.
- Support partnerships that advance student opportunities, vocational pathways, and community engagement.
- Represent Shepherd Christian School positively within the broader community.

Leadership & Collaboration

- Serve as a key member of the Shepherd Christian School Leadership Team.
- Provide strategic insight and data to inform leadership decisions.
- Collaborate across departments to ensure advancement efforts are unified and mission-aligned.

Key Performance Indicators (KPIs)

Mission & Vision Alignment

1. Consistently models Christlike leadership and advances Shepherd Christian School's mission and vision.

2. Demonstrates clear alignment between advancement efforts and long-term strategic goals.

Fundraising & Development

3. Meets or exceeds annual fundraising goals.
4. Demonstrates growth in donor participation, engagement, and stewardship.
5. Builds sustainable systems for donor cultivation and relationship management.

Financial Stewardship

6. Provides accurate forecasting and reporting related to advancement revenue.
7. Partners effectively to safeguard the school's budget and financial health.

Enrollment & Brand Support

8. Supports enrollment growth through alignment with admissions and marketing efforts.
9. Strengthens the school's brand and community reputation through advancement initiatives.

Partnerships & Community Engagement

10. Develops and maintains strong relationships with donors, churches, and community partners.
11. Expands external partnerships that support school growth and student opportunity.

Leadership & Collaboration

12. Serves as a trusted strategic partner to the Head of School and leadership team.
13. Collaborates effectively across departments and teams.

Professional Growth & Stewardship

14. Demonstrates adaptability, initiative, and problem-solving.
15. Uses time, relationships, and resources wisely to advance the mission of Shepherd Christian School.

Qualifications & Experience

- Bachelor's degree required; experience in advancement, development, nonprofit leadership, or business preferred.
- Demonstrated experience in fundraising, donor relations, or strategic growth initiatives.
- Strong relational, communication, and organizational skills.

Personal & Professional Expectations

- Demonstrates courtesy, integrity, flexibility, gratitude, and perseverance.
- Maintains emotional stability and professionalism under pressure.
- Submits respectfully to school leadership and governance structures.

- Represents Shepherd Christian School positively to families, donors, churches, and the broader community.
-

Disclaimer

This job description reflects the general duties and expectations of the position but is not intended to be an exhaustive list. Shepherd Christian School reserves the right to modify duties and responsibilities as needed to support the mission and operation of the school.
