

Director of Advancement and Marketing

Oakland Christian School

Auburn Hills, Michigan

Description

Oakland Christian School (OCS) is a non-denominational, college preparatory Christian school located on a 40-acre campus serving northern Oakland County and the surrounding communities. Founded in 1968, the OCS mission is to equip students from K-12 to fulfill their unique, God-given gifts for His glory.

As a private Christian school, we offer a broad range of academics, comprehensive athletics, visual and performing arts, and co-curricular programs that provide our students the opportunity to develop a variety of interests and strengths. We have the only full Spanish Immersion program in elementary and middle school eastern Michigan. Over fifty years of OCS graduates have attended public and private universities around the country and have achieved successes in business & ministry. Parents choose OCS for its unwavering biblical worldview, broad academic excellence, for the individual attention each student receives, and for its range of relational, social, emotional and spiritual growth opportunities.

Position Summary

The **Director of Advancement and Marketing** reports to the Head of School and is responsible to oversee the comprehensive strategy, structure, and management of Oakland Christian's fund-raising efforts. The Director of Advancement and Marketing will also be responsible for designing and implementing a results-oriented development strategy that includes fundraising, branding, social media, and school identity initiatives. This position will provide strategic direction in promoting the OCS Brand and establishing clear goals to deliver annual development plans for fundraisers and planned donations.

Personal Qualifications

The qualified individual is expected to demonstrate patience, humility, integrity, and kindness while performing his or her daily duties. In faithful living, you are expected to:

1. Be committed to a consistent, daily walk with Jesus Christ.
2. Believe that the Bible is God's Word, standard for faith and daily living
3. Model biblical principles in attitude, speech, and actions toward others. (Luke 6:40)
4. Demonstrate the importance of Scripture study, prayer, and unity in Christ.
5. Agree with the school's Statement of Faith and Christian philosophy of education.
6. Have the spiritual maturity and personal leadership qualities to nurture children.

Professional Qualifications:

- BA Degree or equivalent (coursework or professional training in Development preferred)
- Prior experience in building and implementing fundraising strategies through a multi-channel fundraising approach.
- Experience in the development of fundraising and enrollment marketing programs, campaigns, and activities preferred.
- Strong interpersonal and communication skills necessary to develop relationships with administrators, staff, parents, and donors.
- Excellent people skills, with experience collaborating in a multidisciplinary, diverse, and dynamic team.
- Marketing with Communications experience to include Social media is preferred.

- Demonstrated ability in setting priorities, proposing new ways of creating efficiencies.
- Flexible, self-starter, with the ability to multitask and focus on key details.
- Confidentiality (specifically of donor records and clients served)

Duties and Responsibilities:

- Be or become well-versed in the principals and practices of Kingdom Fundraising
- Work with the Head of School to establish fundraising goals, campaigns, and strategic development initiatives to raise money and strengthen the school's position and visibility in the marketplace.
- Provide overall direction, planning, and leadership for implementation of all OCS fundraising related activities.
- Research and identify potential donors (internal and external) and candidate sponsors (corporate & individual) and implement strategies to foster positive relationships.
- Be visible in the local community through service clubs, Chamber of Commerce, churches and avenues of consistent interaction with community leaders, businesses, and influential individuals.
- Participate in and attend area fundraising events such as dinners, golf outings, and other special events as a representative of the school.
- Write, telephone, and personally visit potential donors to establish and nurture relationships that lead to the opportunity to contribute to the school.
- Communicate with the Development Committee Chair and meet regularly with the committee to discuss development activities and review results.
- Establish strategic vision for Advancement and Marketing, ensuring the continuity of the school's brand and logo.
- Build and implement plans to meet OCS communication and marketing goals and priorities such as but not limited to alumni engagement, comprehensive campaigns, Annual Funds, and stewardship.
- Establish brand and messaging guidelines to ensure quality and consistency when implemented across all departments, activities, and school events.
- Partner with the Director of Enrollment, to design and implement communications strategies to increase student applications and manage prospective student-family interests.