



LPCA Director of Development and Marketing

PURPOSE: To develop and implement a strategic plan to raise vital funds for campus expansion and ongoing educational and campus improvements. To create and oversee the implementation of a strategic approach to fundraising which may include major gifts, corporate donations, grants, and in-kind services.

REPORTS TO: Head Administrator and works closely with Board of Directors

JOB SUMMARY: The Director of Development will strategically organize and lead fundraising and marketing efforts, and engage in public relations both within and outside of our Legacy community.

CHARACTER REQUIREMENTS: The Director of Development is asked to lead by example in a way that glorifies God and honors His son, Jesus Christ. He/She must have a personal relationship with Jesus Christ, be an active member of a Bible-believing church, and agree with Legacy Prep's statement of faith.

HOURS: Full-time, M-F. Salary range: \$55,000 - \$70,000, depending on experience.

RESPONSIBILITIES:

Fundraising

- Designs, implements and manages all fundraising activities including annual giving, endowment and capital campaigns, gala, special projects, and other school-related solicitations
- Manages all strategies and activities for donor cultivation, solicitation, and relations
- Maintains contact with and develops grant proposals for foundations and corporations
- Develops and implements parent and class-based fundraising programs within the Annual Fund
- Develops and maintains a comprehensive planned-giving program.
- Build relationships with community stakeholders to advance the mission and fundraising goals of the organization

Public Relations, Marketing, and Advertising

- Works closely with the Admissions Director, Business Director, Marketing Assistant, and Head Administrator to develop a public relations and marketing plan
- Develops a comprehensive communication plan to promote the organization to its donors and maximize public awareness of the fundraising activities of the organization
- Foster an understanding of philanthropy within the organization

- Coordinate the design, printing and distribution of marketing and communication materials for development efforts
- Provide direction for production of all major publications, and marketing materials which can include the school's website. (May also work with designers and printers)
- Create and implement a communication and promotional plan for the Annual Fund.
- Develop and implement strategies to promote Legacy Prep's mission to both the internal constituencies of the school and the community at large
- Develop and maintain relationships both within and outside the Legacy Prep community
- Assist in the development and maintenance of an alumni association and database.
- Strategically connect Head administrator / specific Board liaison to community partners to expand external donors
- Identify branding opportunities within and without our Legacy Prep Community
- Present LPCA to specific programs or organizations around Montgomery County
- Expand the audience at the Gala and other events

Internal Infrastructure

- Maintain office systems to support all Development projects and operations
- Supervise donor and gift record-keeping/recording
- Coordinate development research activities
- Oversee the management of databases and all records, files, and gift processing/recording
- Manage the pledge reminder and acknowledgement programs
- Work with the Annual Fund Committee to assist in annual giving
- Work with the Board and Head of School to develop strategies to initiate and meet aggressive fundraising goals
- Assume responsibility for all development reports and present the information as needed to the Board and Head of School

Requirements:

- Strong Faith in Jesus Christ
- Experience in marketing and development or sales and marketing
- Innovative and global thinker
- Strong presentation skills
- Experienced and comfortable with public speaking
- Familiar with Legacy community (preferred)