

Director of Development

The School:

Charles Armstrong School was founded in 1968 with an enrollment of eighteen dyslexic children. It has grown to approximately 250 students serving grades 1-8. Charles Armstrong School serves high potential students with language-based learning differences, such as dyslexia, empowering them to thrive as learners in school and life. CAS is recognized as the premier school for LD students in northern California.

Position Summary:

The Director of Development has overall responsibility for the day-to-day planning, coordination and management of all aspects of fundraising, marketing and community outreach for Charles Armstrong School. This position maintains and supports database, gift processing and prospect management needs for the school; oversees school fundraising events; plans and executes annual and fundraising programs; oversees marketing needs for fundraising purposes. The individual will provide strategic planning and direction in order to sustain and strengthen individual, foundation and corporate revenue streams. This position reports directly to the Head of School.

Specific Areas of Responsibility include:

Fundraising

- Develop and implement a plan designed to attract the maximum gift support possible to the institution. This program will include annual fund solicitation, planned giving programs, corporations and foundation proposals, planning for major capital gifts, and fundraising for operational expenses including school fundraising events.
- Designs, implements and manages all fundraising activities including annual giving, endowment and capital campaigns, special projects, and other school-related solicitations.
- Works in conjunction with the Head of School and Development Committee of the Board to develop and manage all strategies and activities for donor cultivation, solicitation, and relations.
- Maintains contact with and develop grant proposals for foundations and corporations.
- Responsible for relationship building, promoting the concepts of annual giving among the school's various constituencies, and constituent cultivation.
- Develop, implement and oversee plans, strategies and activities for the cultivation, solicitation, and stewardship of individual and corporate donors.
- Identify and manage a portfolio of major gift prospects and donors.
- Pursue ongoing professional development by training, participating in professional meetings or other means.

Board of Trustees Relations

- Develop (in partnership with the Board and Development Committee) major direction of the next 3-5 years development strategy.
- Build and maintain relationships with Board of Trustees and individual major donors.
- Work closely with the Head of School and Development Committee of the Board to develop and implement short and long-term plans to meet the school annual, capital and endowment goals.
- Works with the Development Committee of the Board of Trustees and the Head of School to develop strategies to initiate and meet aggressive fundraising goals.

- Work closely with the Head of School and Board of Trustees in developing the case for support, strategies and organization for the annual fund and endowment fund.
- Develop fundraising training for Trustees and other leadership volunteers.
- Assumes responsibility for all Development reports to the Board, attends all Board meetings.
- Assists the Board with recommending and researching potential new members.

Development Office Infrastructure

- Responsible for the development of long-term strategy and annual development plans.
- Maintain effective working relationships within the school.
- Prepare written proposal materials as well as written or oral briefings for those individuals engaged in donor solicitation efforts.
- Manage and coordinate all aspects of the development program, including fundraising, campaign activity and donor management.
- Creates office systems to support all development projects and operations.
- Coordinates development research activities.
- Oversees the management of databases and all records, files, and gift processing.
- Manages the pledge reminder and acknowledgement programs.

Parent Relations, Marketing & Advertising

- Works closely with the Director of Admissions and the Head of School to develop public relations plan and advertising plan.
- Designs and oversees production of all major publications, including the Charles Armstrong Newsletter and other fundraising documents, working with designers and printers to promote fundraising goals and activities.
- Creates and implements a communication and promotional plan for the Annual Campaign and the Capital Campaign..
- Develops and implements strategies to promote Charles Armstrong School's mission to both internal constituencies of the School and the community at large.

Essential Qualifications:

- Minimum of 5 years independent school development experience preferred
- Superior organizational, interpersonal, and communication skills.
- Experience and proven track record managing staff and volunteers
- Demonstrable experience in annual and capital fundraising
- A working experience of prospect research and planned giving tools and techniques
- Experience with and knowledge of "Raiser's Edge"
- Demonstrated knowledge and experience with identifying, cultivating, soliciting and stewardship of major, annual, capital, endowment and planned gift prospects and donors.
- Strong management and organizational skills, and a strong work ethic.
- Ability to provide leadership and motivation and to work as a team player.
- Excellent communication skills, both verbal and written.
- Skilled at communicating the vision and accomplishments of the school to a wide range of internal and external constituencies.
- Ability to build and maintain strong interpersonal relationships with individuals and groups, both internal and external, based on trust and consistency.
- Attention to detail and ability to meet deadlines and manager multiple tasks simultaneously.

- Experience with the area's nonprofit community, background in marketing and program development is preferred.

Education:

- A college degree is required. Advanced degree is preferred.
- Three years related experience.

Compensation:

- Negotiable and commensurate with experience.

Interested candidates should e-mail a cover letter and resume to:

Claudia Koochek
Head of School
Office: 650-592-7570
ckoochek@charlesarmstrong.org
Web site: www.charlesarmstrong.org

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