

THE PROVINCE OF ST. JOSEPH OF THE CAPUCHIN ORDER

**DIRECTOR OF INSTITUTIONAL ADVANCEMENT
ST. LAWRENCE SEMINARY**

Reports To: Rector-President
Date: 4/22

Department: Administration
FLSA: Exempt

POSITION SUMMARY

The Director of Institutional Advancement (DIA) has the responsibility for all development efforts of the seminary, including but not limited to: admissions and recruitment, alumni giving, direct mail campaigns, planned and major giving, grant writing and special events. The DIA is a member of the administration and will collaborate with staff to further the seminary's mission and programs.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- ❑ Collaborate, advise, and oversee the admissions, marketing, public relations and alumni relations efforts to increase and retain students.
- ❑ Develop, implement, and execute comprehensive annual giving campaigns including:
 - Design, tracking, reporting and evaluation of results of direct mail campaigns.
 - Research and testing potential direct mail campaigns.
 - Write or assist and coordinate donor appeal campaigns and other communications.
 - Implement a comprehensive online giving program.
- ❑ Implement, track and evaluate a comprehensive major giving program.
- ❑ Implement, track and evaluate a comprehensive planned giving program.
- ❑ Implement and evaluate capital campaigns in collaboration with rector and administrators.
- ❑ Write foundation grant applications.
- ❑ Responsible for the maintenance of an accurate database of seminary benefactors.
- ❑ Develop and successfully manage the Development Office budget in collaboration with the Business Office.
- ❑ Work collaboratively with the Business Office to ensure accounting internal controls are in place and followed.
- ❑ Facilitate meetings between rector and major benefactors.
- ❑ Responsible for the proofing and attainment of approval for all fundraising publication materials.
- ❑ Collaborate closely with administrators in furthering the mission of the seminary.
- ❑ Comply with Province and ministry policies, procedures, guidelines and standards of best practices.
- ❑ Demonstrate, exemplify and support the Capuchin Charism throughout all professional responsibilities and activities.
- ❑ Others duties as assigned by Rector/President, or designee.

DIRECT REPORTS

- ❑ Marketing, Public Relations & Alumni Relations Director, Development Office Manager, Planned & Major Giving Officers.

KNOWLEDGE, SKILLS AND ABILITIES

- Ability to work independently and in collaboration with others.
- Ability to successfully manage multiple tasks simultaneously.
- Ability to work flexible hours and limited weekends.
- Effective relational and public speaking skills.
- Excellent time management, organizational, verbal and written communication skills.
- Knowledge of legal and tax implications of nonprofit giving.
- Proven track record of exceptional accomplishment in fundraising.
- Ability to maintain confidentiality.
- Professional demeanor and appearance.

EDUCATION, TRAINING AND EXPERIENCE

- Bachelor’s Degree in public relations, marketing, finance, communications or business desired.
- Minimum of 5 years experience in fundraising and development activities, preferably in parochial not-for-profit environments.
- Equivalent combination of education and experience.

WORKING CONDITIONS

- Maintain a clean safe work environment.
- Work a flexible schedule.
- Ability to sit, stand, stoop, bend, and reach throughout the day.
- May be required to use computer for extended periods of time throughout the workday.
- Travel will be required.
- Standard office environment and office equipment.

APPROVED BY:

Department Director/Date

Human Resources Director/Date

Job Description Review:

I have read, understand and will comply with the job description for the position of Director of Institutional Advancement – St. Lawrence Seminary. I further understand I may be required to perform job-related duties not outlined in the job description. The above is intended to describe the general nature and level of work performed by people assigned to this position. It is not intended as an exhaustive statement of duties, responsibilities or qualifications. The most recently dated job description on file in Human Resources Department will be considered the official job description.

Employee Signature/Date