



## ABOUT ST. FRANCIS DESALES HIGH SCHOOL

Based upon the pillars of Faith, Brotherhood, and Tradition, St. Francis DeSales High School shapes young men to be moral, ethical, and responsible leaders by providing a personal, comprehensive and Catholic education. Celebrating its 65<sup>th</sup> year anniversary, DeSales presents young men with an education that fosters their spiritual, intellectual, social, and physical growth. The School has approximately 350 students and boasts an average class size of 14 students with a 12:1 student-teacher ratio.

Alumni, current and former parents all support DeSales through contributed revenue and events. In fiscal year 2021, more than \$1 million was contributed as part of a \$7.1 million operating budget. Annual Fund contributed revenue has seen growth the past three years hitting a high of \$534,000 in 2020-21. Twenty-six scholarships have been set up for student needs.

For more information about DeSales High School, please visit: [desaleshighschool.com](http://desaleshighschool.com).

## CANDIDATE PROFILE

The Director of Advancement leads the Advancement Department and works closely with the President, Board of Directors and Alumni Association to oversee and manage all aspects of the school's development and public relations program. This position reports to the President of the School. Support of this role is provided by the President, guidance from the Advancement Committee, Benefit Feast Committee and the Alumni Association.

### **The Director of Advancement of DeSales High School will be responsible for the following:**

1. Provide oversight and management of the Associate Director of Special Events, the Associate Director of Alumni Relations, and the Associate Director of Admissions.
2. Manage all aspects of the Annual Fund campaign, including, but not limited to: Phonathon; Board, Parent, Faculty appeals; year-end and fiscal year-end appeals; individual donor gifts; spring raffle
3. Oversee the annual St. Francis DeSales Benefit Feast, Hall of Honors, Day on the Downs, Day on the Grounds, and Donor Recognition Breakfast, Reunion activities, and Alumni Golf Scramble

4. Work with the Director of Finance to plan, fundraise, evaluate, and award student financial aid funds.
5. Develop and implement advancement campaign efforts including planned advancement marketing program that supports campaign efforts, events, and planned giving society
6. Develop and implement planned giving programs including such gifts as bequests, trusts, charitable gift annuities, insurance programs and pooled income funds
7. Implement a grant-writing program and goals
8. Maintain database files on all school families, alumni, donors, and prospects. Work with the Director of Finance to maintain accurate accounting records on all parts of the Advancement programs
9. Develop and manage the Advancement Department annual budget
10. Develop comprehensive admissions marketing program including traditional and digital media
11. Coordinate the Public Relations functions of the school, including digital media, promotional materials, newsletters, annual reports, promotions, video, and presentations. Develop public relations contacts for traditional and digital media
12. Create content and manage all aspects of the school website including individual event and fundraising websites
13. Design advertisements, graphics, and collateral materials to support the advancement department and admissions department
14. Professionally write and edit documents including print materials, letters, articles, website news, and digital news
15. Provide year-end reports for constituent giving totals and percentages to the President, Advancement Committee and the Board of Directors
16. Implement strategic plan tasks and provide input to overall strategic plan
17. Any other duties assigned by the President.

## **PREFERRED QUALIFICATIONS**

1. Minimum five years progressive Advancement experience
2. Bachelor's Degree in Business, Finance, Marketing or related field
3. Experience in financial budgeting and reporting
4. Excellent oral, written, and social media communication skills and digital advertising administration
5. Proficient in Adobe Creative Suite
6. Capital campaign planning and implementation

## **COMPENSATION AND BENEFITS**

St. Francis DeSales High School offers a competitive salary commensurate with experience. Benefits include health and life insurance, employer-matched retirement plan, paid parking, vacation and sick leave, professional development opportunities and more. St. Francis DeSales High School is an equal opportunity employer. The High School does not discriminate on the basis of age, gender, race, creed, or national/ethnic origin in the administration of its

employment procedures and policies. Furthermore, the employees of DeSales High School do not engage in physically strenuous or physically demanding activities, which would preclude the hiring (or consideration of hiring) of individuals with physical disabilities.

## **CONTACT**

**Ashley|Rountree and Associates has been exclusively retained by DeSales High School for this search. To apply for this position please submit a cover letter, resume and three references to [HR@ashleyroutree.com](mailto:HR@ashleyroutree.com). Please note DeSales in subject line. For confidential questions or inquiries, contact Lisa Betson Resnik at [lresnik@ashleyroutree.com](mailto:lresnik@ashleyroutree.com). All inquiries will be kept strictly confidential.**