



West Fallowfield Christian School

795 Fallowfield Rd | Atglen, PA 19310 | (610) 593-5011 | www.wfcs.org

Director of Development and Community Engagement Job Description

Overview:

The Director of Development and Community Engagement will be responsible for managing a broad range of activities aimed at promoting the school's mission. They will do this by developing and implementing the school's fundraising efforts, increasing enrollment, and providing communication and marketing support. This role requires a multi-talented, self-motivated individual who thrives in a fast-paced environment and has a heart for both administrative tasks and building relationships.

Qualifications:

- A personal relationship with Jesus Christ and an active member of a Bible-believing church
- Bachelor's Degree
- Minimum 2-3 years of experience in development, marketing, communication, or event planning
- A passion for Christian education and a strong commitment to the school's mission and values

Skills Required:

- Strong verbal and written communication skills.
- Strong critical thinking and problem-solving skills.
- Strong interpersonal skills with a demonstrated commitment to servant leadership
- Ability to make decisions with a vision focus while maintaining a collaborative environment
- Ability to manage multiple constituencies with diplomacy and positivity
- Ability to work independently, manage multiple projects, and meet deadlines.
- Experience with social media management, content creation, and website management.
- Knowledge of fundraising strategies and experience with donor relations is a plus.
- Experience with event planning and coordination.

Duties & Responsibilities:

1. Development and Fundraising:

- Collaborate with school leadership to develop and implement fundraising strategies.
- Assist in planning and executing annual fund campaigns, including donor communication, EITC, year-end appeals, and school fundraising events.
- Develop relationships with alumni, parents, and community partners to support the school's financial goals.

2. Communications:

- Serve as the primary point of contact for internal and external communications.
- Create and distribute regular updates through newsletters, emails, and social media to keep parents, staff, and the community informed.
- Coordinate internal and external communication efforts to ensure consistent messaging across all platforms.

3. Marketing:

- Develop and execute marketing strategies to raise awareness of the school and attract prospective families.
- Oversee the creation of marketing materials, including brochures, flyers, advertisements, and website content.
- Manage and update the school's website and social media platforms.
- Organize campaigns highlighting the school's achievements, events, and community involvement.

4. Enrollment:

- With the principal, provide prospective families with information about the school, schedule tours, and assist with the application process.
- Develop and maintain relationships with prospective families to guide them through enrollment.
- Track enrollment data and trends to inform future recruitment strategies.

5. Event Planning and Management:

- Plan, coordinate, and execute various school events, including open houses, parent-teacher conferences, fundraising events, and community engagement activities.