



## DIRECTOR OF ANNUAL GIVING AND PARENT ENGAGEMENT

Santa Catalina School seeks a creative, energetic, dedicated and results-oriented Director of Annual Giving and Parent Engagement to join our 8-person Development team. Reporting to the Senior Director of Development, the Director of Annual Giving and Parent Engagement is responsible for the leadership, management, and execution of Catalina's \$1 million annual giving program, including direct mail, phone and electronic solicitations, annual fund events, parent fund volunteers, and the 1950 Society, our leadership giving society. The Director also serves as the school liaison to the Parent Association, assisting the president, vice-president and steering committee to further the association's activities designed to engage and deepen relationships with current parents.

The Director ensures that the School is achieving its goals for annual giving (dollars raised, percentage of participation, consistency of giving, average gift size, and leadership giving for annual support). The Director will have a strong record in development work with colleagues, donors and volunteers, and an authentic passion for annual fundraising.

Embracing the school's "relationships first" philanthropy program, s/he will ensure a meaningful and coherent experience for all members of the school community, focusing especially on donors, prospective donors, and volunteers. This role brings a tremendous opportunity to bring new energy and vision to the parent and alumnae/i giving programs.

### **Key Responsibilities**

- Direct and implement a comprehensive, year-long annual giving solicitation strategy for alumni, parents, past parents, grandparents and friends, including direct mail, email, phone, text, personal visitation, volunteer engagement, and stewardship.
- Serve as primary staff liaison to the Santa Catalina School Parent Association, working with parent volunteers to "build community and conduct activities that enrich the Santa Catalina School experience for students, parents, faculty, and staff."
- Develop and implement a written master plan and calendar for all phases of annual giving, including raising the revenue necessary to attain established annual fundraising goals and strategies for long-term annual fund growth.
- Prepare reports and analyses to monitor annual giving revenue, expenses, and activity, including tracking of donor pledges.
- Manage and expand the 1950 Society.
- Manage the parent annual giving program, including parent fund solicitations, phonathon volunteers, communications and events.

- Provide oversight and strategic direction for the reunion giving program, and work closely with the Director of Alumnae/i Engagement to execute fundraising strategies around Reunion Weekend.
- Collaborate with leadership of the lower, middle, and upper divisions to execute the faculty/staff annual giving campaign.
- Explore and pilot meaningful annual giving and engagement programs for alumnae/i of Lower and Middle School.
- Implement a young alumni annual giving program in collaboration with the Director of Alumnae/i Relations.
- Working with colleagues in Communications, prepare innovative annual fund advertisements for the Santa Catalina alumni magazine, and ensure annual giving presence in the magazine, on social media channels, and on Catalina's website.
- Maintain a portfolio of top annual giving prospects, conducting personal visits and solicitations.
- Develop a new web page for annual giving featuring profiles of annual giving constituents, goals achieved to date, annual giving events, and quick and easy navigation to giving online.
- Plan and execute annual giving events, including 1950 Society receptions and donor stewardship activities throughout the year and in conjunction with family weekends and reunion.
- Support the development events team in executing events related to annual giving, including the annual Celebrate Santa Catalina benefit and the golf tournament.

### **Management Responsibilities**

- Prepare and submit draft budget(s) recommendations for annual giving and parent engagement to the Director of Development.
- Attend and report at Development Committee meetings of the Board of Trustees and offer support at Alumnae Council.
- Organize and direct Parent Association meetings and attend and support related events.
- Assist Senior Director of Development in engaging sub committee(s) of the Board's Development Committee.

### **Qualifications and Skills**

- Bachelor's degree.
- Independent school or higher education experience preferred.
- 3--5 years of fundraising experience required, including personal solicitation, volunteer management, and developing donor-centered relationships.
- Strong organizational, project, and time management skills; strong ability to manage a broad scope of activities and multiple deadlines.
- Proficiency in MS Office suite, Google applications and Raiser's Edge (or equivalent software).
- Demonstrated track record in closing leadership level annual fund gifts and developing long-term strategy for annual fund growth.

- Excellent interpersonal skills, ability to interact appropriately and communicate clearly with a diverse array of people, including alumni, parents, students, and coworkers.
- Excellent written and verbal communications skills including effective presentation skills both in person and virtually.
- Ability to maintain confidentiality.
- Availability for occasional evening or weekend work and travel.

### **Physical Requirements and Work Environment**

- Work at a desk and computer screen for extended periods of time each day.
- Ability to be physically active in order to access various areas of campus at a moment's notice and to attend meetings and other job-related gatherings.
- Work in a fast-paced, multi-tasking environment requiring ability to deal with a wide variety of challenges, deadlines, and people.

### **Who We Are**

Located on California's beautiful Monterey peninsula, Santa Catalina School is an independent, Catholic boarding and day school. Local boys and girls in grades PreK-8 attend the Lower and Middle School. The Upper School, grades 9-12, is a girl's school with both boarding and day students. Santa Catalina School's mission is to develop in each student a striving for excellence, a maturing awareness of moral and spiritual values, a sense of responsible purpose, and a determination to serve the world with courage, grace, and compassion.

Our academic program is committed to a rich liberal arts experience where students attend classes taught by a highly trained, dedicated faculty. The cornerstones of the Santa Catalina mission statement are Excellence, Spirituality, Service, and Responsibility.

### **Compensation/Benefits**

Santa Catalina School offers a competitive compensation and benefits package that includes medical and dental coverage, and retirement benefits. Salary will be commensurate with the experience and expertise of the appointed candidate.

### **Application**

Please complete and submit our online employment application by clicking on this link:  
[www.santacatalina.org/employment](http://www.santacatalina.org/employment)

In accordance with applicable laws, Santa Catalina School is an equal-opportunity employer.