



White Rock Christian Academy

Director of Advancement (DA) Job Description

Position Overview

The **Director of Advancement (DA)** upholds White Rock Christian Academy's (WRCA) core purpose, values, and statement of faith. This senior leadership role is responsible for overseeing admissions, communications, marketing and advertising and development, ensuring these areas align with the school's strategic goals. The DA provides valuable counsel and strategic vision to the Head of School and the Board of Directors, playing a pivotal role in the school's leadership team.

Reports To: Head of School

Primary Responsibilities:

Admissions

Oversee the enrollment management process for prospective families, including international students, from inquiry to enrollment.

- Promote WRCA to prospective families and visitors through exceptional representation and engagement.
- Conduct Preview Days, tours, and interviews for prospective families.
- Manage the re-enrollment process for current families, including follow-up communication.
- Track and report enrollment statistics, trends, and data.
- Supervise the International Student Program (ISP) and ISP Coordinator.
- Collaborate with the Director of Finance and Operations to administer the tuition assistance program.

Communications, Marketing, and Advertising

- Develop and implement strategies to communicate and promote WRCA's core purpose to internal and external audiences.
- Coordinate public relations, advertising, and social media strategies to enhance WRCA's visibility and engagement.
- Oversee the production of major publications, including the school's website, and collaborate with designers and printers for required materials.
- Work collaboratively with the Development Coordinator and Communications Officer on correspondence, marketing collateral, print advertising, web content, promotional items, signage, and newsletters.
- Ensure consistency in branding, internal messaging, and external communications.

Development

- Create and execute an annual Advancement Plan
- To generate funds for specific initiatives, capital projects and long-term sustainability for WRCA
- Develop and implement strategies for donor cultivation, solicitation, and relationship management.
- Research and assess the giving capacity of the WRCA community, including parents, grandparents, alumni, and friends of the school.
- Develop strategies to retain, regain and recruit new donors

- Along with the Head of School, meet regularly with major donors and prospective donors for the cultivation of current and future gifts
- Supervise donor and gift record-keeping to ensure accuracy and compliance.
- Develop a planned/legacy giving program
- Develop and monitor the Advancement Budget (Development, Admissions, and Community Relations/Communications)

Administrative Team Collaboration

- Lead and support joint responsibilities as part of the Leadership Team.
- Work closely with the Head of School on financial and operational matters.
- Partner with the Director of Finance and Operations to manage the financial assistance program.
- Collaborate effectively with the Development Coordinator on strategic initiatives and community-building efforts.

Skills and Competencies

- Exceptional verbal and written communication skills, with the ability to convey complex information clearly to diverse audiences.
- Creative, strategic thinker with strong attention to detail and excellent problem-solving skills.
- Highly disciplined, with the ability to create, follow, and adapt strategic plans effectively.
- Strong sense of confidentiality and professionalism when working with sensitive information.
- Positive attitude, high energy, and enthusiasm, combined with integrity and sincerity.
- Strong interpersonal skills, capable of building and maintaining effective relationships with internal and external stakeholders.
- Ability to manage multiple priorities and adapt to shifting demands and last-minute requests.
- Self-motivated and able to work independently to meet deadlines and stay within budget.
- Proficiency in Microsoft Office (Word, Excel) and familiarity with relevant administrative technologies.

Credentials/Education

- Undergraduate degree in business administration, management, or a related field (or equivalent education and experience).
- Additional certifications or training in management, organizational leadership, or related fields are an asset.

Experience

- Proven experience in developing and executing successful plans that align with organizational objectives.
- Demonstrated expertise in operational management, strategic planning, and organizational efficiency.
- Experience working with confidential data while maintaining trust and integrity.
- Track record of achieving goals in dynamic environments, with the ability to adapt to shifting priorities.
- Leadership experience in administration, with a focus on operational excellence and stakeholder engagement.
- Familiarity with nonprofit or educational institutions is preferred but not required.

Salary Range

\$105,000 - \$128,000 (Commensurate with experience and capabilities).