



Director of Advancement

Description

Location: Madonna School & Community-Based Services | 6402 N. 71st Plaza | Omaha, NE 68104

Reports to: President

Direct Reports: Advancement Assistant/Coordinator

Internal Peers Include: Director of Administration, Director of Finance, Director of Programs & All Madonna Staff

Madonna School & Community-Based Services is a ministry of the Archdiocese of Omaha serving youth and adults with intellectual and developmental disabilities through innovative and best-practice programs. Through each program we seek to Form, Educate, Empower and Employ those we serve so they may achieve their full potential at home, work and within the community.

Madonna's programs include:

- **PK-8 Education** with on-site experts at our two partner schools – St. Pius X/St. Leo and St. Robert Bellarmine
- **Secondary Education** that includes core and functional academics, pre-vocational instruction, community-based learning experiences and many extra-curricular activities
- **Transition Education** for young adults age 18-21 where students develop the career and life skills necessary for success at home, work and within the community
- **Employment Services** for adults who are dedicated to maximizing their ability to achieve competitive employment and independence
- **Project Search** for adults who exhibit advanced skills and potential to achieve competitive employment

The Director of Advancement is responsible for developing, executing and continuously adapting a comprehensive plan to advance the mission, brand and impact of Madonna School & Community-Based Services across the Greater Omaha Metro area and the Archdiocese of Omaha. This plan will lead to annual and ongoing growth in engagement, giving, volunteerism, partnerships, and enrollment. The Director of Advancement is overseen by and partners closely with the President and the Board to ensure all Advancement efforts are perfectly aligned with Madonna's mission, brand and strategic vision; works collaboratively with internal peers to build a positive and highly engaged culture that reflects Madonna's values; and leads a team of internal resources, close stakeholders, dedicated volunteers, donors and community partners who work tirelessly to serve individuals with intellectual and developmental disabilities and their families.

Principal Duties & Responsibilities:

- Embrace the mission of Madonna School & Community-Based Services and the Catholic-Christian values it is founded upon
- Develop a comprehensive Advancement plan that maps perfectly to the priorities of Madonna's strategic vision, with 1-5 year projections
- Develop, execute and continuously adapt a comprehensive set of development, recruitment and marketing & communications strategies
- Direct a successful development strategy, exhibiting a clear passion and ability to:
 - lead stakeholder/donor research and analysis, overseeing and leveraging the stakeholder database
 - identify stakeholders/donors with high potential for major/planned gifts
 - initiate stakeholder/donor communications and visits deftly and consistently
 - cultivate stakeholder/donor relationships in order to maximize engagement and giving through key channels, including:
 - Major Gifts
 - Planned Gifts
 - Signature Events (Celebration Gala, Golf Classic, Angel Fare Luncheon, etc.)
 - Annual Fund
 - Grants
 - realize greater stewardship and giving, and grow Madonna's capacity to advance its mission, brand and impact
 - execute a highly effective stakeholder/donor recognition program
 - re-engage current stakeholders/donors consistently, creatively and personally
- Direct a successful marketing & communications strategy that supports both development and recruitment, exhibiting the ability to:
 - succinctly, positively and effectively communicate and promote Madonna's mission, brand and impact across a variety of medium, including:
 - community engagements
 - parish & school engagements
 - social media
 - web/blog
 - e-blast
 - bi-annual newsletter and other direct mailings
 - brochures, pamphlets and other print collateral
 - mass media – print, radio and television
 - serve as a key face and voice of Madonna, building positive relationships with current stakeholders and potential stakeholders
 - be Madonna's greatest advocate and cheerleader, drawing people into deeper relationship with Madonna's community and strategic vision through ongoing, consistent, positive and personal engagement
- Direct the Advancement Assistant/Coordinator who will support the execution of the Advancement plan, including the administrative coordination of all signature events
- Manage all duties and responsibilities by maintaining regular office hours while meeting the additional demands naturally tied to cultivating and growing strong relationships with external donors, volunteers and community partners

Knowledge, Skills and Abilities

- Be a self-starter, willing to learn new skills and take on tasks at any level to achieve goals
- Be organized and goal-driven, exhibiting follow through on tasks and achieving goals
- Be a collaborative leader, exhibiting the ability to highly engage, motivate and build positive relationships across a wide array of stakeholder groups, including but not limited to: Board, President, internal peers, students, clients, families, volunteers, donors, community partners
- Exhibit strong interpersonal, writing and sales skills
- Exhibit knowledge and experience to lead core fundraising strategies, particularly major gifts, planned gifts, signature events, annual fund and grants
- Exhibit knowledge and experience to lead core marketing & communications strategies that support both development and recruitment, particularly via social media/website, direct marketing, public relations engagements, parish & school engagements, advertising
- Exhibit proficiency in core office applications such as Microsoft Excel, Word, PowerPoint and Outlook, Google Docs, Adobe Suite – experience with Squarespace, Raiser's Edge, Maestro-Pro applications preferred

Education and Experience

- Bachelor's degree, advanced degree preferred
- Preferred 2-3 years minimum experience as a professional in development or a related field including sales, marketing & communications, recruitment or event planning; or experience as a volunteer leader/chair of major fundraising efforts

Salary and Benefits

Competitive, commensurate with experience and other qualifications.

Application Instructions

Applications due December 20, 2019. Qualified applicants will be considered until the position is filled.

Application to include:

- Cover letter
- Resume
- 3-5 Professional References

Send completed application to Tabitha Keating at tkeating@madonnaschool.org

For questions about the position contact Jon Burt at jburt@madonnaschool.org or 402-556-1883 x 127