



JOB DESCRIPTION: Development and Marketing Director

The development and marketing director works closely with the head of school and the board of trustees to build a strong culture of philanthropy throughout the school and global community. The goal of the development and marketing director is to design programs of giving that attract the maximum gift support possible to the institution. The aim of the marketing leadership is to ensure the visibility, awareness and value of the educational experience at Erie Day School.

PRIMARY DUTIES AND RESPONSIBILITIES

- Establish and execute forward-thinking development/ advancement and strategic programs that optimally grow the annual, major, and capital campaigns; legacy gifts; and planned giving.
- Oversee all aspects of development including fundraising, leading the annual giving program, guiding the capital campaign, soliciting corporate and foundation proposals; creating a strong alumni association, and special development events.
- Identify, research, and spearhead the implementation of a diverse and multifaceted fundraising program to support the school's strategic vision, cultivating a culture of giving and gratitude across all constituencies and socio-economic strata.
- Collaborate with the admissions office on PR initiatives and the marketing and communications office to create/produce fund raising-related communication materials to expand and enhance the school's visibility and reputation.
- Identify corporate and foundation funding opportunities and help draft grant applications.
- Identify businesses and solicit EITC and OSTC tax donations.
- Strengthen relationships with the school's alumni and further develop alumni programming.
- Solicit major donors.
- Enhance existing relationships while building new relationships, systems, and programs that further tap into the generosity and resources of the community.
- Maintain a database of all contributors and provide development reports as required.
- Manage the development budget.
- Coordinate the school's volunteerism efforts.
- Nurture and maintain a highly collaborative relationship with the head of school, the board chair, and individual board members, supporting them in all their fundraising responsibilities, and accompanying them on donor visits when appropriate.