



## Job Description

<b>Job Title</b>	Director of Advancement
<b>School</b>	Hong Kong Academy
<b>Direct Supervisor</b>	Head of School

### Position Overview

The Director of Advancement reports directly to the Head of School and serves as a senior development administrator of the School. The Director is charged with the responsibility of designing and implementing an aggressive advancement program for the School in collaboration with the Board of Trustees in order to successfully raise annual, capital, foundation, and endowment support at levels that will achieve the goals of the School's long-range plan. The Director will develop and ultimately manage a comprehensive advancement program which includes all areas of fundraising, planned giving, prospect research, grant writing, alumni relations, special events, communications, publications, and records management.

### Qualifications and Experience

The Director of Advancement should have:

- Bachelor's degree required; advanced degree preferred
- Supervisory experience in professional development conducting major fundraising activities
- Superior organisational skills with demonstrated ability to set and achieve ambitious goals and meet deadlines
- Experience working with a nonprofit, educational institutions preferred
- Excellent written and oral communication skills. Exemplary writing and public speaking ability
- Ability to work effectively with major and planned giving donors, professional and estate advisors, board members, parents, alumni, fundraising volunteers, administrators, faculty and staff
- A high degree of professionalism with sound judgment, awareness, and discretion while maintaining complete confidentiality
- Excellent computer skills and working knowledge of Raiser's Edge fundraising software preferred
- Keen attention to detail
- Proven success in motivating and supervising volunteers and staff in fundraising and special events
- High energy, consistent follow through and an exemplary work ethic
- Ability to work both independently and as part of a team, handling multiple assignments

### General Responsibilities

The Director of Advancement :

- In conjunction with the Head of School and the Board of Trustees, establishes goals and objectives for the School's advancement efforts
- Establish and overview advancement office budget.
- Conducts all fund raising training sessions for school and family personnel.
- Provides a strategy and coordinates the effort to solicit all members of the Hong Kong Academy community for annual gifts to the
- Conducts ongoing cultivation of prospective donors and stewardship of current donors by maintaining a visible presence with personal visits and correspondence as well as through more generalized communications including the school publications.
- Serves as the liaison to the Advancement Standing Committee of the Board of Trustees, analyzing data, preparing reports, and fulfilling assignments as requested.
- Serves as the liaison to the Trustees Committee (Nominating Committee) of the Board of Trustees,

researching prospective candidates, preparing nominee packets and reports and fulfilling assignments as requested.

- Designs, organizes and implements capital campaign planning, solicitation and activities
- Develops and implements a planned giving marketing program including writing articles for the *Xiao Xi*, selecting and approving all marketing materials, writing appropriate follow-up letters to planned giving prospects and making personal visits as needed.
- Plans and implements strategies for identification, cultivation, solicitation, closure and stewardship of major donor and planned giving prospects.
- Oversees processing of all gifts, assuring that receipts and acknowledgments are provided on a timely basis and gift income is recorded properly.
- Ensures a coordinated publications and communications program to communicate effectively with our various constituencies.
- Writes development news articles for the *Xiao Xi*.
- Works in conjunction with the Head of School, who writes for news media and provides final editing for all publications.
- Researches, writes and prepares grant applications to foundations.
- Works to improve communication and strengthen the relationships between the school and our alumni as well as other constituencies.

### **General Office responsibilities**

The Director of Advancement:

- Cooperates with all staff members to alleviate peak workloads in other programs for which the department is responsible.
- Participates in the life of the School by serving on other School committees and fulfilling other duties as requested of the administrative team members.
- Performs all other duties as assigned by the Head of School.