



Maranatha Christian Academy is seeking an Advancement Director who loves the Lord and is interested in joining our team of dedicated staff. If you have a passion for Christian education and fundraising, and you have a desire to see MCA expand our reach and financial sustainability, we welcome your application for this senior-level position.

Please submit a cover letter and current resume to Jerilee Preston, Principal at jpreston@maranathachristian.ca.

While all applications are appreciated, only those selected for an interview will be contacted. This position will remain posted until it is filled.

OVERVIEW OF POSITION:

The Advancement Director will enable MCA to pursue its vision by achieving effective fundraising strategies, major capital campaigns and intentional planned-giving initiatives to achieve MCA's strategic vision and goals.

The Advancement Director will design, implement, and execute a broad marketing and community relations program, focusing on an engaging experience for all community stakeholders. The Advancement Director will report to the Principal and work alongside the Board in a strategic leadership position, allowing us to share the vision and mission of the school and engage others in support of MCA.

ACCOUNTABILITY AND RESPONSIBILITIES:

A. Capital Fund, Friends of MCA, and Fundraising

- Work closely with the Principal and Board to develop and implement a strategy and plan of action for a Capital Fund, Friends of MCA program, and fundraising initiatives to raise financial support and awareness of MCA's vision and goals and to achieve revenue goals and performance targets
- Create all related communications materials and tools to effectively support the Capital Fund, Friends of MCA program, and fundraising initiatives
- Provide leadership and direction for coordinating all general fundraising initiatives, including adherence to policies and guidelines to ensure efficient and effective activities
- Team with parent volunteers in coordinating a variety of event-driven fundraisers
- Identify and pursue opportunities and resources for enhancing relationships with major donors, such as philanthropic, community, and political leaders
- Explore new alternative revenue streams
- Expand Tuition Assistance and Belonging Fund programs

B. Marketing and Advertising

- Expand existing marketing strategy and plan to promote MCA locally and internationally
- Support the Admissions Coordinator in implementing recruitment strategies and plans, including advertising and events, to attract and retain students
- Support the Admissions Coordinator and Principal in monitoring enrollment trends to improve the effectiveness of strategies and plans continually
- Work directly with the Principal on the MCA brand and image
- Ensure consistent and effective communications and messaging, including enrollment/registration packages and all other recruitment material

C. Community Relations

- Develop and implement a communication and engagement strategy, and plan to build and strengthen relationships with MCA alumni, grandparents, past parents, current and potential donors, and all those associated with the school

- Work as a part of the team responsible for key community events, such as the Open House, Grandparents Day, and the Spring Gala
- Support the Admissions Coordinator in the exploration and implementation of enhanced community initiatives
- Develop and build relationships with local churches, businesses, and local media contacts where necessary

D. Other Responsibilities

- Responsible for ensuring effective data management and support tools related to business development. This includes the database of donors, alumni, grandparents, past parents, donors, and company records
- Provide financial and Key Performance Indicator progress reporting to the Board
- Participate in related committees such as Fundraising and Promotions and the Annual General Membership meetings

QUALIFICATION AND SKILL REQUIREMENTS:

- A Christian individual who is actively involved in their church community
- Ability to support and celebrate the values and mission of Christian Education
- A university/college degree in a related field of Business, Sales/Marketing, Communications, or Non-Profit Management would be an asset
- Experience in a non-profit setting and/or fundraising would be an asset
- Demonstrated strength in networking and interpersonal skills and ability to develop strong relationships with the community, donors, and investors
- Ability to direct the activities of self and others to ensure projects are completed and targets achieved
- Attention to development principles (cultivation, solicitation, stewardship) and how best to integrate these into donor/investor support opportunities for the advancement of MCA
- Ability to plan, manage, and monitor a development budget and demonstrate return on investment of development activities
- Solid written and oral presentation skills
- Proficiency in word processing and spreadsheet applications, internet research, and fundraising
- Demonstrated flexibility in meeting shifting demands, priorities, and multiple responsibilities
- Regular travel and occasional non-business hours are expected

COMPENSATION:

This is a full-time salaried position and will be negotiated and commensurate with experience and capabilities.