



Position Description:

Associate Director of Advancement

Position Title:	Associate Director of Advancement
Reports to:	Head of School
Exempt/Non-exempt:	Exempt
Schedule:	12-Month Employee

THE SCHOOL

The Girls' School of Austin is an independent K-8 school of 150 students located in vibrant Central Austin. Now in its 20th year, the GSA brings together a diverse student body with a strong emphasis on creativity, community building, collaboration, and problem solving. Our mission is to develop confident young women who lead intellectually vibrant and fulfilling lives. As the only all-girls independent school in Austin, we believe a young woman's place is anywhere she wants to be—and a good education is how she gets there!

JOB SUMMARY

The Girls' School of Austin is seeking a dynamic, creative, energized, and organized individual to serve as the Associate Director of Advancement. This individual has primary responsibility for supporting fundraising, communications, and community engagement activities in collaboration with the Director of Advancement. This newly-formed team will lead and manage the annual fund, special events, cultivate and solicit major gifts, and coordinate all other advancement activities as well as lead public relations and marketing for the school to increase knowledge and awareness of the GSA, its mission, activities, and the value of our school. The Associate Director of Advancement will at times be a face of the Girls' School of Austin, representing the school more broadly to both external and internal audiences.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The Associate Director of Advancement will:

- Organize, oversee, attend, and in all ways champion and support internally-managed events, which currently include but are not limited to Middle School Info Night, Talent Show, Graduation, etc.
- Manage a community-building parent engagement program which may involve events, special communications, education opportunities, etc.
- Create, update, and coordinate scheduling across the school in collaboration with the Executive Assistant

- Work in partnership with teachers and administrators to underscore the merits of the school's programs and to coach coworkers acting as development and communications agents of the school

Communications

- In collaboration with the Director of Advancement, design strategies and implement concrete plans to capitalize on increased visibility and clear branding of the school to drive increased contributed revenue and application interest.
- Take the lead in:
 - Writing/Creating Collateral
 - Produce all necessary collateral and materials to meet the fundraising, admissions, and communications needs of the school including annual reports, newsletters, view books, pamphlets, etc.
 - Storytelling
 - Deliver high-quality content that emphasizes the GSA's mission and embraces storytelling in thoughtful and meaningful ways.
 - Collect and archive news clippings through Google Alerts, designated media tracking software, and subscriptions to relevant publications and outlets, whether broadcast, digital or print.
 - Editing/Brand Compliance
 - Serve as school-wide editorial manager for publications, correspondence, digital presence, and other school communications
 - Ensuring all internal and external communications and campaigns are accurate, fact-checked, cohesive, consistent, and compliments one another in sharing the same messaging, voice, visual imagery, and distribution schedules.
 - Guide external and internal personnel with production of print materials, merchandise, and apparel; approve materials prior to production.
 - Graphic Design
 - Create designs for graphic content, illustrations, and infographics; Manage graphic designs from conception to delivery
 - Overseeing the work of graphic designers and print vendors in production of printed materials and web visuals.
 - Digital strategy and content creation
 - Create and execute a compelling digital strategy, including management of all social media, blogging, and website needs
- Detecting and activating opportunities for meaningful collaboration across departments as relates to communications; support efforts of all departments through communications
- Engage actively in professional development to remain current in best practices related to independent school communications, emerging social media, and effective marketing and advertising strategies.

Development

- Grant seeking including research, proposal writing, and reporting requirements including individual and corporate foundation outreach and relationships

- Maintain donor database, dashboards, participation, and other necessary supporting documentation for all Advancement initiatives
- Provide logistical support for major fundraising efforts, including the Annual Fund and Spring Gala
- Support parent committees through maintaining agendas, notes, action items, timelines, and follow-up
- Potentially manage a small portfolio of major gift donors as needed and participates in ongoing stewardship and cultivation activities
- Lead donor and volunteer acknowledgement efforts

Other Duties

- Actively champion GSA DEIB (Diversity, Equity, Inclusion, and Belonging) Initiatives both internally and externally
- Occasional evenings and weekend work required for events.

QUALIFICATIONS

Education

- Possession of a bachelor's degree from an accredited college or university, or substantial related work experience and education equivalent to a bachelor's degree required

Experience

- 3+ years of related experience in a Communication, fundraising, and/or Development department

Knowledge, Skills, and Abilities

General

- Must embrace the mission of the Girls' School of Austin
- Independent school Development and/or Communications experience preferred
- Demonstrated leadership, creativity, and collaboration
- Excellent verbal and written communication skills are required
- Demonstrably strong interpersonal skills, emotional intelligence, and ability to communicate clearly with people from diverse lived experiences and identities
- Familiarity with educational uses of technology; technologically literate regarding communication and database systems, as well as social media; examples include:
 - Fundraising CRMs, email management systems, Wordpress for website content management, and all major social media platforms
- A "self-starter" and goal driven
- High level of comfort in working in a collegial and collaborative environment with ability to be flexible as circumstances evolve
- High-energy and enthusiastic about working in an academic atmosphere
- Demonstrated professional behavior, including discretion, judgment and integrity

- Attention to accuracy, confidentiality, details, and deadlines is required
- Growth mindset and commitment to professional development

Communications

- Familiarity with new and emerging media and their marketing use
- Experience in developing and maintaining an online presence preferred
- Demonstrate a significant understanding of the independent school landscape and how to position and strengthen the GSA brand
- Knowledge of communications and marketing techniques necessary, with preference for work experience in the area of development communications or nonprofit marketing
- Ability to recognize good design required, with ability to *create* good design; advanced photography and image editing skills are a plus

Development

- Have knowledge and experience in traditional and emerging fundraising techniques; Experience with both individual and institutional fundraising preferred
- Demonstrated ability to plan and execute donor cultivation/fundraising events required

We encourage applications from people of color, LGBTQ+ candidates, or candidates from communities that are historically underrepresented in independent schools.

SUPERVISION EXERCISED

- None

SUPERVISION RECEIVED

- Reports to the Director of Advancement

PHYSICAL DEMANDS

The ideal candidate must be able to complete all physical requirements of the job with or without reasonable accommodation. Work is generally performed in a standard school office environment and event venues.

- Work full-time in person and maintain regular and predictable attendance
- Ability to move throughout the campus during all weather conditions
- Ability to lift as much as 30 pounds

HOW TO APPLY

Please submit a resume and cover letter to jobs@thegirlsschool.org

Cover letters may be addressed to:

Ms. Rebecca E. Yacono
Head of School