St. Margaret’s School, located in Tappahannock, Virginia, is seeking a Director of Advancement. This individual will oversee the Admissions, Development and Marketing functions and will be a key member of the leadership team, reporting directly to the Head of School.

**Desired Qualifications:**

- Bachelor’s degree or higher in Business or Marketing
- Minimum 10 years experience in development, admissions and marketing
- Previous experience in managing relationships with and engaging in direct cultivation of major prospects, including individuals and corporations
- Previous experience working in a private and/or independent educational environment
- Commitment to an independent all-girls school model
- Previous experience leading a successful team

In addition to the above qualifications, the applicant should have the following personal characteristics:

- Integrity, trustworthiness, discretion and credibility
- Innate capacity for listening and learning
- Decision-making ability
- Highly organized and detail oriented
- Collegial and respectful
- Willingness and desire to become an active member of the St. Margaret’s community
- Value diversity and inclusion as a core value

**Essential Job Functions:**

- Provide leadership, oversight and strategies for consistent messaging and to achieve strategic benchmarks in fundraising, admissions and marketing
- Oversee the Development Office in the development and execution of initiatives to include annual fund, campaigns, major gifts, planned giving, foundation grants, corporate relations, fundraising and outreach events
- Personally cultivate major prospects, including individuals, corporations and foundations, along with identifying partnering opportunities to leverage existing support for the organization
- Manage grant proposal development and submission process; ensure proposals, reports and other documents are well written and submitted on schedule
- Serve as the primary team liaison to the Board Advancement committee
- Advise Head of School and Board of Directors on trends in enrollment and development and provide counsel and direction on matters related to achieving net tuition revenue goals
- Oversee the Admissions Office in the development of strategies to increase enrollment
- Guide the collaborative relationship with the Admissions, Development and Marketing teams to grow the enrollment of St. Margaret’s School, to engage alumnae in school life and giving and to generally raise the profile of the school
- Assist with the development of marketing initiatives and special programs to increase revenue

Relevant Skills and Abilities:

- Understand current philanthropic trends and stewardship practices
- Create and execute innovative fund development initiatives
- Understand enrollment trends, challenges and best practices
- Create and execute innovative strategies to increase enrollment, appropriately manage tuition discount rates and generate net tuition revenue to meet plan
- Provide outstanding representation of St. Margaret’s School to the Board, staff, parents, community and foundations
- Manage multiple projects, both independently and in a team setting
- Develop staff to their full potential
- Understand trends and techniques for marketing, the impact of cohesive messaging and how to appropriately leverage social media and data analytics
- Understand the private school admissions process
- Excellent communication, listening and interpersonal skills
- Strong public speaking skills and the ability to craft persuasive oral and written presentations

St. Margaret’s School offers a competitive benefits package and salary commensurate with experience.

St. Margaret’s is an equal opportunity employer and does not discriminate on the basis of race, color, religion, gender, sexual orientation or national origin in the administration of its hiring practices.

Interested candidates should submit a cover letter and resume “Attention: Director of Advancement Position” to Tracie Mothershead at tmothers@smsapps.org