

St. John of the Cross Parish School

Director of Advancement

20-25 hours per week

Please send your cover letter and resume to Marybeth Wingert, Administrative Assistant
wingert@sjc.pvt.k12.il.us

Director of Advancement/Registrar

- Direct the admission process from the point of inquiry through registration
- Present the school to prospective students and parents
- Set up Info Snap for applications by 10/1
- Work on website for registration information
- Begin re-registration of incoming students of current families 10/1
- Handles paperwork for new families
- Send registration forms to Pre 3 and 4 with our present families, to be received by 10/24
- Begin enrollment for the next school year for non-school families 11/1
- Send letters of intent
- Open application process with Infosnap (Nov/Dec) ...contact families
- Send Acceptance Letters to New Students
- Open registration during CSW... contact families
- Collect registration information
- Report on registrations not returned & follow up with parents
- Continue to remind families to register
- Project incoming enrollment
- Enter new students to PowerSchool
- Notify faculty during school year of transfers in/out
- Oversee Mentor Program for new families

Annual Fund

- Responsible for the strategic execution and management of the annual giving program, including the coordination and oversight of supporting initiatives in the areas of development services and donor relations, including, but not limited to direct mail solicitations and small group solicitations.
- Manage and direct EFT online giving program
- Update and maintain Annual Fund website pages
- Provides updates to Parent Association and School Advisory Board at monthly meetings.
- Research grant opportunities
- Keep up to date on current fundraising trends
- Continue to cultivate new donors

- Attend Archdiocesan Council Fundraising meetings
- Update and maintain donor database

Alumni

- Maintain alumni database.
- Organize alumni special events, reunions, etc.
- Cultivate alumni donors.
- Publish and mail fall newsletter and in spring launch reunion gift campaign.
- Update and maintain alumni website pages/database

Marketing

- Responsible for the marketing of the school and producing marketing materials including:
 - Direct Advertisements
 - Promotional posters
 - New family folder/packets
- Coordinate special events during the course of the year, including, but not limited to:
 - Catholic Schools Week,
 - Open houses
 - Grandparents' days
 - Assemblies
- Photograph School Events
- Serve as leader for Parent Liaison Program
- Direct Baptismal Greetings
- Assist and organize when needed in all recruiting efforts
- Maintain Recruitment Log and Tracking System
- Social marketing – manage Facebook page, Twitter, Pinterest accounts, Instagram
- Attend Archdiocesan Marketing meetings
- Establish public relations avenues with parish/local community
- Manage Special Events including Grandparents' Day, Open House, Catholic Schools Week, and other events that arise

Attend and report Advancement news to School Advisory Board and Parent Association meetings.