

## DESCRIPTION

The Assistant Director of Advancement plays a strategic role in telling the story of Dalat's rich heritage and bright future. Serving as a hands-on strategic communicator, the assistant director will work collaboratively with the director, department staff, and school leadership to create and share high quality content and messaging through various channels, connecting with our key audiences, such as parents, alumni, staff, and students, through targeted communication, special events and philanthropic endeavors. He/she works towards the advancement of Dalat International School in completing the great commission (Matthew 28:19, 20).

## PERFORMANCE GOALS

- A. **Leadership & Community:** Be a trusted and visible force in our Dalat community
- B. **Communication & Marketing:** Create effective communication tools for the advancement of the school
- C. **Archives:** Manage the school historical archives

## TASK INVENTORY

*This is a general list of most tasks and activities that the Assistant Director is typically responsible for over the span of an academic year.*

### Management & Leadership:

- Help to execute the mission and vision of the Advancement department in order to meet the strategic goals of Dalat International School
- Provide leadership, guidance, and performance evaluation for Advancement's Multimedia Specialist, and serve as the project coordinator for our outside web contractor, and others working on behalf of Advancement Department in a communications capacity
- Serve on the Campus Crisis Committee as the key communications officer

### Communication/Marketing

- Ensure the integrity of the school brand through Brand Management/Style Guide
- Responsible for content, appearance, and functionality of the school website
- Facilitate the yearly updating of all school handbooks
- Gather the content and oversee the production of the annual Results Book
- Maintain and develop up-to-date promotional materials that target all stakeholders
- Oversee the weekly communication to parents through Dalat News and other communications channels
- Help to guide Dalat's social media presence
- Provide oversight for the management of photo and video resources
- Give direction for school swag and gifts sold through the school store, The Roost
- Evaluate and coordinate all school signage, banners, and info channel
- Work with the Deputy Head of School on implementing and evaluating school surveys
- Work collaboratively with school leadership on the school calendar postings

- Assist with event promotion for concerts, art shows, drama and/or other school activities and events

### **Archives**

- Manage the school archives in the Harbor conference room. Collect programs (hard copy and digital) for school events, handbooks, results books, etc. to place yearly in school-year binders (refer to list in Historical Archives in Dalat Depot)
- Label archival materials. Receive from alumni and parents gifts for the archives (e.g. books about Penang, photographs of former school campuses, etc.)
- Fulfill requirements of the Archive Policy and Procedures
- Manage the Historical Archives on the Dalat Depot. The archives include policy and procedure, digital documents, legacy wall documents by decade, memorabilia artwork, notables posters, photo archives, student enrollment records, and the time capsule
- Oversee the time capsule

### **Other**

- Provide support to the Director of Advancement in the execution of campus events, fundraising endeavors, and alumni outreach
- Perform other tasks as needed or requested by the head of school

## **REPORTS TO**

Director of Advancement

## **QUALIFICATIONS**

Required qualifications of the Assistant Director of Advancement include the following:

- Bachelor's degree in communications, marketing, business or related field
- Superior verbal and written communication skills
- Successful hands-on execution of communications, social media and graphic design initiatives
- Competency in Microsoft Word, Google Suite, MailChimp, Excel, Canva, CRM
- Excellent time management skills with the ability to manage multiple projects and meet deadlines
- Experience in managing a team of creative partners
- Committed to fulfilling the Great Commission (Matthew 28:9&10)
- Two year commitment

Preferred qualifications Assistant Director of Advancement include the following:

- Background in education; previous experience at an international school preferred
- Knowledge of fundraising, alumni relations, event management
- Overseas and cross cultural experience