education for life
DALAT
INTERNATIONAL SCHOOL

JOB PROFILE
DIRECTOR OF DEVELOPMENT

(1.0 FTE)

DESCRIPTION

Director of Development is responsible for the advancement of Dalat International School towards the completion of the great commission (Matthew 28:19, 20) by developing an institution that is welcoming to students from missionary, expatriate, local and foreign families and serving as a light in the local community. He/she is responsible for working together with the Head of School, School Board as well as all departments to improve strategic partnerships, school impression and appeal and long-term direction of the school. Areas of development include alumni relations, fundraising and marketing communications.

PERFORMANCE AREAS

A. **Strategic Partnerships:** Establish and improve formal partnerships for ongoing growth and development.
B. **Community:** Be a trusted and visible force in our community.
C. **Marketing/Communication:** Create efficient and effective communication tools for advancement.
D. **Fundraising:** Generate sufficient funding to insure growth and longevity.
E. **Alumni:** Maintain a vibrant and active alumni base to provide prayer, funds and promotion.
F. **Other: Complete other tasks as needed or requested.**

TASK INVENTORY

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

Strategic Partnerships

- Communicate and maintain a good relationship with landowners.
- Communicate and maintain a good relationship with key mission organizations.
- Communicate and maintain a good relationship with key foreign companies, international schools and relocation companies in the local area and around the region.
- Communicate and maintain a good relationship with key North American churches and Christian schools.
- Communicate and maintain a good relationship with local organizations to be seen as a key educational institution in the region.
- Attends CASE, EARCOS, ASCI and other conferences as needed or possible.
- Stay in touch with students, parents, staff and school board issues and expectations.
- Work closely with the Admissions Director to attract new students.
- Be involved with campus development for continuous campus improvement for Dalat students and the community.
- Thank and show appreciation to the school's front line staff who deal with donors.
- Build an effective group of volunteers. Thank them appropriately for their contributions.

Community

- Pursue ways to serve the local community.
- Raise the school profile in the community.
- Organize school involvement in local activities.
- Liaise with the Parent Teacher Organization (PTO) to support their activities.
- Oversee special events: Open House, Fine Arts Festival, and other events as needed.

Marketing/Communication

- Ensures the integrity of the school brand and oversees its implementation.
- Maintain viable and active marketing plan that is targeted and tactical.
- Take part in weekly School Management Team meetings.
- Meet weekly with Head of School and maintain meeting notes.
- Be involved with School Board activities.
- Evaluate and coordinate all school advertising.
- Maintain and develop up-to-date promotional materials that target all stakeholders.
- Maintain continuous and relevant two-way communication with all stakeholders.
- Communicate school goals to all stakeholders.
- Facilitate opportunities for Head of School to communicate with all stakeholders.
- Participate in implementing and evaluating school surveys and report results.
- Responsible for customer service experience and business office processes.
- Periodic travel to North America and Asia to visit key stakeholders and build relationships.
- Maintain presence at all key organization events.
- Responsible for oversight of school website.
- Communicate to staff, students and parents on a regular and relevant basis.
- Understand all school functions, activities, procedures and policies to be able to communicate effectively to all stakeholders.
- Maintain up-to-date photo and video resources for advertising.
- Facilitate opportunities for students to have school work featured in periodicals and local art shows.
- Ensure that school events are recorded through photo, video, and other means.
- Collect school memorabilia for archival purposes.

Fundraising

- Communicate regularly to all stakeholders about the philosophy and benefits of philanthropy.
- Provide regular giving opportunities to all stakeholders that are relevant and achievable for each group.
- Facilitate Annual Fund drive.
- Conduct capital campaigns as needed.
- Maintain fundraising database.
- Solicit funds for student scholarships and special projects.
- Develop and build relationships for major gifts and estate giving.
- Maintain foreign tax exempt status and requirements for giving.
- Communicate financial status and records to all stakeholders.
- Thank donors in multiple ways and recognize their contributions appropriately and according to Development Office Procedures.
- Pursue financial grants for school development.
- Stay up to date with trends in philanthropy and fundraising.

Alumni

- Oversee alumni webpage and database; make sure it is current and up-to-date.
- Communicate regularly with alumni through email newsletters and updates.
- Introduce students to alumni tools and activities before they graduate.
- Engage in alumni reunions and communication for boosting alumni involvement. Attend if possible.
- Organize special milestone activities.
- Create fundraising opportunities for alumni.

Other

- Participate in the Faculty Development and Evaluation Program.
- Develop, implement and effectively manage development budget.
- Maintain and follow through with current and up-to-date Development Office Policies and Procedures.
- Supervise development office staff, including Development Associate, Development Designer, and any others.
- Performs other tasks as needed or requested by the head of school.

REPORTS TO

Head of School

QUALIFICATIONS

Required qualifications of the Director of Development include the following:

- Bachelor's degree in marketing, business or related field
- Proven track record of building good relationships
- Effective listening skills
- Development and marketing experience
- Good verbal and written communication skills
- Committed to fulfilling the Great Commission (Matthew 28:9&10)
- Two year commitment.

Preferred qualifications of the Director of Development include the following:

- Background in education; previous experience at an international school preferred
- Willing to travel extensively throughout Asia and North America
- Overseas and cross cultural experience
- Possess an international driver's license
- Able to develop and implement tactical and targeted marketing plan for all stakeholders
- Proven skills in hospitality, sales, alumni relations, and/or fundraising.

(*Changes to this job profile must be submitted to the deputy head of school or head of school for approval*.)