
Overview

The Director of Institutional Advancement is responsible for managing three major areas of seminary operations: Development, Marketing/Communications, and Recruitment.

This position is full-time, distributed/remote, and requires some travel

Responsibilities:

Fundraising

- Manages the development effort in terms of the annual fund, planned giving and large gifts
- Assists the President in cultivating large donors
- Supports the Development Committee of the board to create and implement annual development strategy
- Enhances Bexley Seabury's relationship with donors and investors while engaging them in the mission
- Cultivates and nurtures relationships with current and potential donors
- Leads and manages the overall short and long-range development efforts to reach development goals
- Oversees management of the donor database, records, and acknowledgements
- Develops and manages board fundraising initiatives
- Trains and leads other staff and the board in fundraising and marketing efforts
- Convenes the Grant Committee and researches grant sources, writes grant proposals, and reports to foundations
- Oversees the development budget

Communications/Marketing

- Direct contact work with students, alum, staff, and board
- Supervises development of public affairs matters such as alumni relations, donor communications, website donor interface, social media, etc.
- Manages communications/marketing budget
- Manage the alumni database and maintains communications that engage alumni and encourages giving
- Benefactor Communications (e.g. *Thank you, Christmas, Easter, Appeals*)

Recruitment/Marketing

- Works with Director of Recruiting to establish recruitment strategies for all degree and non-degree programs (MDIV, DMin, DAS, Pathways, 2+2, etc.)
- Manages a strategic communication/marketing plan to ensure message, method, and media are honored consistently on the website and in social media
- Builds relationships with church-wide groups such as bishops, Commissions on Ministry, DFMS program leads, etc.

Committees

- Leadership Team
- Marketing Committee
- Financial Aid Committee (to ensure donor Intent)
- Development Committee (board committee)
- Alumni Relations
- Grant Committee
- Student Life Committee

Other Duties As Assigned (e.g.):

- Collaborates on special events with the Office of the President such as Convocation, Bexley Seabury Beyond Walls, Commencement, etc.)
- Seminary Christmas card

Qualifications and Skills:

- Proven track record of achieving revenue targets
- Strong management and effective team building skills
- Persuasive verbal and written communications skills
- Developing and Implementing a strategic communications/marketing plan
- Ability to cultivate and manage new donors
- Knowledge of donor management programs
- Alumni Relations

The Director of Institutional Advancement reports to the President and has the following direct reports:

- Administrative Assistant
- Director of Recruitment
- Marketing/Communications Coordinator