



Director of Annual Giving and Communications

Reports To

The Director of Annual Giving and Communications reports to the Chief Advancement Officer

Job Overview

The Director of Annual Giving and Communications is responsible for developing and implementing all annual giving strategies as well as communications for donors and alumni. The Director of Annual Giving and Communications is responsible for planning, overseeing and assisting with all aspects of fundraising communications and marketing as well as annual giving with a particular focus on grant writing, and working collaboratively with the Chief Advancement Officer and Advancement Officer.

Responsibilities and Duties

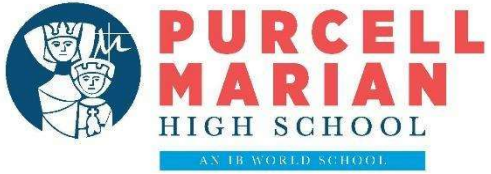
- In conjunction with the Chief Advancement Officer, develop, implement, and manage an annual giving strategy and related communications focused on donor acquisition, retention, and increasing giving.
- Lead multi-channel solicitation efforts, including direct mail, email, social media, telecommunications, and other forms of outreach.
- Plan and execute Giving Day and other micro-campaigns to encourage broad-based participation.
- Communicates the mission, philosophy and programs of Purcell Marian High School to potential donors, foundations and the general community. This role drives engagement with alumni, donors, and the broader community to increase philanthropic support, enhance donor retention, and strengthen the organization's visibility and brand.
- Responsible for identifying, applying for and securing available grant options for defined areas of the school, including the reporting and stewardship process.
- Manages the grant application process, fosters and maintains strong relationships with the foundation community, and ensures that grant applications are of the highest quality.
- Works in partnership with the Director of Communication & Marketing to create and deliver effective and engaging communications via print and email that resonate with alumni, supporters and community at large.
- Working closely with the Director of Communications & Marketing, ensures consistent and clear communication regarding fundraising and alumni engagement with the public through a quarterly newsletter, annual reports, formal and informal thank you letters, bereaved cards, holiday and other targeted communication outreach for all mailings and events.



- Serve as the primary liaison to vendors for printing, mailing, and digital marketing services.
- Work closely with the Admissions, Marketing, and Leadership teams to align messaging and strategies.
- Partner with faculty and staff to identify compelling stories that highlight our schools mission and impact.
- Actively and visibly support major school goals and activities where major donors, stakeholders and prospective students will be in attendance.
- Lead the implementation of donor recognition and stewardship activities.
- Carries out other projects and duties as assigned.

Qualifications

- This is a full-time 12-month position.
- Proven success meeting annual fundraising goals and grant writing experience is a must.
- Experience working with board members and other high-level volunteers in the cultivation and stewardship of donors and partners.
- A strong team player, demonstrated self-starter and motivational leader with excellent interpersonal skills, requiring minimal supervision.
- Ability to manage multiple projects, work collaboratively, and meet deadlines.
- Creative thinker with strong storytelling skills.
- Strong speaking, communication and interpersonal skills with keen attention to detail
- Demonstrated ability to handle confidential and sensitive information
- Experience and skill in Salesforce or related donor databases is a plus
- Proficiency in Microsoft Word, Excel, and Google Suite
- Knowledge of Catholic schools, long-term development planning, prospect management and strategic engagement principles is a plus.



- Comfortability in working with diverse ethnic, racial and religious backgrounds of the student body, alumni base and broad community