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 provides strategic leadership for Purcell Marian High School's annual giving program and Advancement communications. The Director develops and executes comprehensive strategies to acquire, retain, engage, and steward donors while strengthening relationships with alumni and the broader community. The position oversees annual giving campaigns, fundraising and alumni communications, grant development, donor stewardship, and communications and production for signature Advancement events. Working collaboratively with the Chief Advancement Officer, Advancement Officer, and Director of Communications & Marketing, the Director ensures that Advancement messaging consistently reflects the mission, priorities, and impact of Purcell Marian High School.

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.

- Develop, coordinate, and execute Advancement-focused digital communications, including email, text messaging, social media, and other digital outreach, ensuring timely and consistent communication with donors, alumni, and other Advancement audiences.

- Plan and execute Giving Day and other micro-campaigns to encourage broad-based participation.

- Communicate the mission, philosophy, programs, and impact of Purcell Marian High School to donors, alumni, foundations, and the broader community to increase philanthropic support, strengthen engagement and retention, and enhance the school's visibility and brand.

- Lead the communications and production strategy for the organization's signature annual events, including developing event messaging and promotional materials; creating and managing the run of show; coordinating technical run-throughs and event-day production needs; and executing post-event communications and follow-up to strengthen engagement and advance organizational goals.

- Lead the school's grant development efforts by researching and qualifying funding opportunities for eligibility and strategic alignment, preparing and submitting high-quality proposals by established deadlines, cultivating relationships with foundations and other institutional funders, and managing grant reporting and stewardship requirements.

- Partner closely with the Director of Communications & Marketing to develop and deliver consistent, compelling Advancement communications across print and digital channels, including newsletters, annual

reports, donor and alumni communications, stewardship materials, event communications, and targeted outreach.

- 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.
- Develop and lead donor recognition and stewardship strategies that strengthen relationships, demonstrate the impact of philanthropy, and encourage continued and increased giving.
- Maintain responsibility for the accuracy, quality, completeness, and professionalism of Advancement communications and deliverables, including appropriate proofreading, fact-checking, internal review, and approval prior to distribution or publication.
- Develop and manage an annual Advancement communications calendar to coordinate annual appeals, stewardship, grants, alumni communications, Giving Day, signature events, and other key outreach.
- Manage Advancement projects, campaigns, grants, communications, and events through established timelines and project-management processes, ensuring deadlines are met and sufficient lead time is provided for collaboration, review, approval, production, and implementation.
- Track, analyze, and report on annual giving and communications performance, using data and key metrics to evaluate effectiveness, identify opportunities, and inform future fundraising and engagement strategies.
- Maintain accurate and timely records in Salesforce of donor, prospect, foundation, grant, stewardship, and other significant Advancement communications, interactions, commitments, and activity in accordance with established department procedures.
- Maintain timely, proactive, and transparent communication with the Chief Advancement Officer and Advancement team regarding project status, deadlines, donor and foundation activity, challenges, and matters requiring review, approval, or escalation.
- Carry out other projects and duties as assigned.

Qualifications

- This is a full-time 12-month position.
- Five to seven years of progressively responsible experience in fundraising, development, annual giving, nonprofit advancement, communications, or a related field preferred, with demonstrated success in annual giving, donor engagement and stewardship, grant development, and fundraising communications.

- Must be available to work evenings and weekends as needed for events and other Advancement and School activities.
- Demonstrated success in annual giving, fundraising, and grant writing required.
- A strong team player, demonstrated self-starter and motivational leader with excellent organizational and interpersonal skills, requiring minimal supervision.
- Proven ability to manage multiple projects, work collaboratively, exercise sound judgment in prioritizing work and allocating time and resources and meet deadlines.
- Creative, strategic thinker with strong storytelling skills.
- Strong speaking, communication and interpersonal skills with keen attention to detail
- Proficiency in Salesforce or a comparable donor CRM/database, including maintaining timely and accurate records of donor, prospect, foundation, grant, stewardship, and other Advancement activity.
- 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.
- Demonstrated ability to work effectively and respectfully with individuals from the diverse backgrounds represented within the student body, alumni community, and broader community.