



Oakdale Academy

Job Description-Marketing, Admissions, and Development Director (MAD)

Purpose -The Marketing, Admissions, and Development Director (MAD) will oversee all aspects of the recruitment and retention of students, fund-development programs, donor relations and retention, marketing and public relations to support these priorities, and any activities that create a positive climate for enrollment, fundraising, and Oakdale's reputation. All activity will support the Board's strategic plan to ensure the School can provide sufficient resources to carry out its Mission.

Supervisor - Headmaster

Requirements - In addition to those requirements for any member of the Faculty or Staff at Oakdale, the MAD Director will possess strong communication and organizational skills; be very efficient; have good social media and computer skills; and be deeply committed to the principles of classical Christian education and be able to articulate them to a wide audience.

Responsibilities -

1. With delegated authority and in consultation with the Headmaster, provide direction and oversight to volunteer committees organized to support advancement efforts. Areas of leadership can include: setting and assessing committee goals, leading meetings, etc.
2. This position will have no supervisory responsibilities over school faculty or staff.

Student Recruitment & Retention:

1. Coordinate the external and internal efforts and initiatives that attract and retain students in sufficient numbers to support the programs of the school.
2. Assist with the coordination and implementation of onsite open house events and tours.
3. Represent Oakdale at school fairs.
4. Build relationships with local churches, schools, and community groups to increase the awareness and reputation of the School.
5. Collect data, make projections, and provide enrollment management data for the Headmaster and Board .

Fundraising and Donor Relations:

1. With the Headmaster and Board, create an overall fund development plan for the School.
2. Manage strategies to initiate and meet aggressive donation goals. This includes, but is not limited to: prospect identification, cultivation, solicitation, and stewardship.
3. Provide leadership for the specific campaign and work to increase pledges and gifts to support the campaign goals.
4. Engage and educate key staff and volunteers in implementing donor relation activities.
5. Maintains contact with and develops grant proposals for foundations and corporations, as appropriate in coordination with Grant Writer.

Marketing, Public Relations, & Community Relations:

1. In conjunction with the Headmaster, develop and implement public relations and advertising strategies to promote Oakdale to both internal constituencies and the community at large.
2. Contribute to the creation of content for the website, press releases, marketing materials, annual report, etc.
3. Oversee the production of all promotional materials in conjunction with staff and vendors.
4. Cultivate and manage all media relations.
5. Seek out opportunities for Oakdale students, faculty, and families to participate in community life, in keeping with the Oakdale's mission and values.
6. Represent Oakdale within the community in both formal and informal settings.

Constituent Relationships:

1. Actively engage in positive relationships with colleagues, students, parents and congregation members.
2. Identify, recruit, and engage volunteers in advancement efforts including: prospects, parents, alumni, grandparents, clergy students, faculty and administrative staff, etc.
3. Cultivate and maintain relationships with donors.
4. Participate in the creation and maintenance of a strong alumni network.
5. Learn and manage Donor View and any association donor software.

Operations:

1. Manage the advancement calendar.
2. Schedule and manage meetings for staff and volunteers engaged in advancement activities.
3. Create, organize, & manage the electronic & hard-copy files for all advancement efforts.
4. Create and manage all donor databases, gift processing, and acknowledgement programs.
5. Provide regular reports to the Headmaster, and as directed, to the Board.

Qualifications:

1. The MAD Director must have a thorough understanding of and passion for Oakdale's mission and vision and be able to present the school's philosophy to others with eloquence.
2. The MAD Director will demonstrate experience in the areas of development, recruitment, and marketing for a parochial school, non-profit, or other related organization.
3. The MAD Director must have excellent communication skills and work effectively with others, especially; school and church leadership, co-workers, students, parents, alumni, donors, volunteers, vendors, members of the media, and the community in a positive, supportive, and cooperative manner.

Measures of Performance and Workday:

The Headmaster is responsible for the evaluation of the MAD Director. The MAD Director and Headmaster will meet regularly so frequent feedback can be shared.

The MAD Director will not have a permanent office on the school campus, but will telecommute from a home office. The work week will often include evening and weekend responsibilities at school or community events, so a flexible schedule will be coordinated.

Working Conditions

The MAD Director position is a year-round position, with specific vacation time approved by the Headmaster.