

# NOTRE DAME PREPARATORY SCHOOL AND MARIST ACADEMY

## VICE PRESIDENT FOR INSTITUTIONAL ADVANCEMENT

---

The Vice President for Institutional Advancement reports directly to the Head of School and is responsible for leading and managing all aspects of a comprehensive advancement program including fundraising, admissions, marketing, and constituent relations. The Vice President for Institutional Advancement works closely with the Advancement Committee of the Board and serves as an advisor to the Head of School on matters affecting the institution. Primary responsibilities and relationships with other people in the school are outlined below.

### **Duties and Responsibilities:**

1. Craft a vision for the advancement program appropriate to the institution.
2. Oversee the establishment of policy and protocol on all issues pertaining to the advancement program.
3. Guide the overall success of Admissions by advising and assisting the Dean of Admissions in all aspects relating to the recruitment and admission of students and ensuring the development and effective implementation of a comprehensive enrollment management plan.
4. Prepare, with the assistance of advancement department leadership, an annual plan for advancement which includes goals, action plans, and a budget.
5. Guide the overall success of the marketing and communication efforts by advising and assisting the Director of Marketing, ensuring that the marketing plan supports both the enrollment management and fundraising needs of the school.
6. Develop and maintain a five-year plan for the advancement program which is updated annually.
7. Identify, cultivate, solicit and close leadership gifts. Maintain an active pool of prospects in this category.
8. Direct the organization and management of the comprehensive advancement program through supervision of advancement staff. Hire and supervise the Advancement Director, Marketing Director, Alumni Relations Director and other direct reports that may necessary to carry out a successful advancement program.
9. Work closely with the Board, both through the Advancement Committee and by providing support for individual Board members who are assigned to major gift prospects, for the purpose of cultivation and solicitation.
10. Responsible for advising and staffing the Head of School on all issues pertaining to the advancement program, as well as the leadership gift prospects assigned to her/him.

### **Cooperative Working Relationships:**

The Vice President for Institutional Advancement works closely with the heads of other departments within the school to promote awareness and understanding of the institution; to secure appropriate funding for ongoing programs, capital projects and endowment; to ensure the school achieves student enrollment of the quantity and quality which the school seeks to serve; and to ensure that the school serves the appropriate publics it is intended to serve. The Vice President for Institutional Advancement serves on the administrative management team of the school. The Vice President for Institutional Advancement also serves as liaison for the Board's Advancement Committee and works closely with other volunteer groups such as the Parents Club and Booster Club.