

CITADEL CHRISTIAN SCHOOL

JOB DESCRIPTION AND SELF- EVALUATION FORM

POSITION TITLE: Development Director

GENERAL DESCRIPTION: The Development Director is responsible for advancing the mission of Citadel Christian School by developing and implementing communications, donor relations, fundraising, and marketing strategies.

QUALIFICATIONS: The Development Director shall be one who has trusted Jesus Christ as Savior and Lord. He shall be a member in good standing of an evangelical church and shall lead a mature Christian life. He shall possess the interpersonal skills necessary to build and maintain healthy and fruitful relationships in the community. He shall be highly organized and able to manage multiple projects.

RESPONSIBLE TO: Head of School or Principal

SUPERVISES: Volunteers

NOTE: When using this form for self - evaluation, follow this rating scale:

5-Clearly Outstanding	4-Commendable	3-Meets Expectations	2-Needs Improvement	1-Unsatisfactory
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Strategic Development

- ___ 1. Create the strategic development plan in collaboration with the school administration and board.

- ___ 2. Prepare monthly report on progress against the strategic development plan; present updates at board meetings.

Communications

- ___ 3. Serve as an ambassador of the school in the community; effectively communicate the mission, vision, and strategic plan.

- ___ 4. Advocate for Christian education and the classical model.

- ___ 5. Manage the donor database; keep all donor information up to date.

- ___ 6. Cultivate relationships with new and existing donors through regular interactions, including face-to-face meetings.

- ___ 7. Solicit donations in accordance with the strategic development plan.

- ___ 8. Speak at public relations events.

- ___ 9. Analyze the effectiveness of communications efforts.

Fundraising

_____ 10. Organize fundraising programs, campaigns, and events in accordance with the strategic development plan.

_____ 11. Analyze the effectiveness of fundraising efforts.

Marketing

_____ 12. Develop and distribute marketing materials using various means (ex. letters, social media, website, flyers) in accordance with the strategic development plan.

_____ 13. Analyze the effectiveness of marketing efforts.