

Job Title: Director of Advancement and Marketing

School: The Branch School

Location: Houston, Texas (On-Site)

Employment Type: Full-Time (Exempt Status)

Reports To: Head of School

Start Date: November 12, 2024

Job Overview:

At Branch, we believe in the power of *loving to learn, learning to lead, and leading with love*. These guiding principles shape our community and mission. We are seeking a passionate and experienced Director of Advancement and Marketing to join our team, who not only has the expertise in fundraising and marketing, but also embodies these values.

As a school that serves Pre-K, elementary, and middle school students, we encourage a love of learning, foster leadership skills, and promote leading with compassion and integrity. The Director of Advancement and Marketing will play a key role in advancing this mission by building relationships, promoting the school's unique identity, and supporting financial growth through strategic fundraising and marketing initiatives.

Key Responsibilities:

Advancement Responsibilities:

1. Fundraising and Development:
 - a. Develop and implement comprehensive fundraising strategies to meet annual and long-term financial goals.
 - b. Lead annual fund campaigns, capital campaigns, and other giving initiatives.
 - c. Identify, cultivate, and solicit major gifts from individuals, foundations, and corporations.
 - d. Oversee donor stewardship, ensuring that donors receive appropriate recognition and updates on the impact of their gifts.
2. Donor and Alumni Relations:
 - a. Build and maintain relationships with current and prospective donors, including parents, grandparents, foundations and local businesses.
 - b. Develop and implement strategies to engage alumni and foster a strong sense of connection with the school.
 - c. Organize alumni events, reunions, and networking opportunities to strengthen community ties.
3. Event Planning:
 - a. Plan and execute fundraising events and community outreach initiatives.
 - b. Collaborate with volunteers and committees to ensure the success of all advancement-related events.

- c. Manage event logistics, budgets, and marketing efforts for maximum participation and financial success.
- 4. Grant Writing and Strategic Partnerships:
 - a. Research and write grant proposals to secure funding for school programs, scholarships, and facility improvements.
 - b. Develop partnerships with local businesses and organizations to support the school's development goals.
- 5. Data Management and Reporting:
 - a. Maintain accurate records of all fundraising activities, donor contributions, and alumni relations using a donor management system.
 - b. Provide regular reports to the Head of School and Board of Trustees on the progress of fundraising and donor engagement.
 - c. Develop and implement fundraising policies, procedures and systems.

Marketing Responsibilities:

- 6. Brand Development and Promotion:
 - a. Develop and/or maintain the school's brand identity, ensuring consistency across all communications.
 - b. Create marketing materials (brochures, videos, social media posts) to support enrollment, fundraising, and school visibility.
 - c. Write and distribute press releases to attract media attention and generate publicity in the Houston metro area.
- 7. Website Management:
 - a. Oversee and regularly update the school's website, ensuring that it reflects the latest information on programs, admissions, events, and faculty.
 - b. Optimize the website for user experience, search engine visibility, and mobile compatibility.
 - c. Ensure the website aligns with the school's branding and marketing goals.
- 8. Digital Marketing and Social Media:
 - a. Manage the school's social media accounts, creating engaging content to increase visibility and community engagement.
 - b. Develop and execute digital marketing campaigns, including targeted advertisements.
 - c. Monitor and report on digital marketing performance metrics, including website traffic, social media engagement, and online inquiries.
- 9. Community Engagement and Events Promotion:
 - a. Promote school events and initiatives to both internal and external audiences.
 - b. Work with the admissions team to develop marketing strategies for open houses, tours, and other enrollment-related activities.
 - c. Coordinate marketing efforts for key school events, including fundraising events, alumni gatherings, and/or community outreach programs.
- 10. Additional Expectations:
 - a. May be required to work extended hours before or after school and weekends for events, meetings, and other school-related activities.
 - b. Perform all other duties as assigned by the Head of School.

Qualifications:

- Bachelor's Degree in Marketing, Communications, Nonprofit Management, or a related field.
- 3-5 years of experience in development, fundraising, marketing, public relations, or advancement, preferably in an education or nonprofit setting.
- Strong knowledge of fundraising strategies, donor relations, and marketing principles.
- Proven success in managing fundraising campaigns and securing major gifts.
- Excellent written and verbal communication skills, with experience in creating marketing materials and managing digital platforms.
- Proficiency in donor management and marketing software, as well as familiarity with social media and website management.
- Strong organizational and project management skills with the ability to manage multiple priorities.

Skills and Attributes:

- Strategic thinker with the ability to develop long-term advancement and marketing plans.
- Creative, proactive, and results-driven, with the ability to work independently and collaboratively.
- Strong interpersonal skills, with the ability to build relationships with diverse stakeholders, including donors, alumni, parents, and faculty and staff.
- Passionate about the mission of the school and committed to promoting its growth and success.
- Strong organizational skills.
- Exceptional communication skills.
- Familiarity with the Houston philanthropic community.

Physical Demands:

- Position sometimes requires physical effort. Example: Setup of equipment for events. Position sometimes involves travel to meetings with individuals/organizations.

Salary and Benefits:

- Salary Range-\$65,000-\$80,000

The Branch School offers a generous benefits package including:

- Medical
- Health Savings Account (HSA)
- Dental
- Vision
- Life/AD&D
- Supplemental Insurance
- 401K plan with match
- PTO and Vacation

How to Apply:

- A cover letter explaining your interest in the position and how your experience aligns with the values of loving to learn, learning to lead, and leading with love.
- An updated resume
- Contact information for three professional references.

Please send cover letter, resume and references to Head of School, Stephen Judice at stephen.judice@thebranchschool.org.

Non-Discrimination Statement:

The Branch School is an equal opportunity employer. We are committed to creating an inclusive environment for all employees and do not discriminate on the basis of race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, veteran status, or any other characteristic protected by law.