

## Job Posting

### ADVANCEMENT DIRECTOR (OUTREACH AND DEVELOPMENT)

Who we are:

The German International School Washington DC (GISW) is a leading international school in the Washington DC metro area. For almost 60 years, GISW has been teaching children from preschool through twelfth grade. Aside from being the first MINT-EC school in the USA, GISW offers a U.S. High School Diploma as well as a German International Abitur (DIA) to its students.

The German International School Washington D.C. is seeking an experienced Advancement Director for its bilingual Preschool to 12<sup>th</sup> grade school located in Potomac, MD. Reporting to the Business Director, the Advancement Director will lead the School's marketing, development and fundraising efforts inside and outside the school.

#### OPENING:

Immediate

#### GENERAL INFORMATION:

This position is full-time and exempt

#### DESCRIPTION:

The Advancement Director:

- Together with the Advancement Cttee, the Head of School and the Business Director, cultivates and maintains effective relationships with potential public and private partners and with local communities and leadership
- Conceives and implements a plan to attract corporate sponsors and donors and develops other fundraising initiatives
- Manages, maintains, and updates a database of all donors, prospects and alumni as well as foundations/corporations
- Oversees the annual giving campaign and school functions designed to promote a greater sense of community and to increase giving to the school
- Works closely with the HoS, Business Dir., Dir. of Communications, Dir. of Enrollment Management to create and focus on consistent marketing messaging with internal stakeholders (to maximize retention of students), and external stakeholders (to ensure new student enrollment)
- Develops strategy for admissions-related outreach and collaborates with the Admissions & Enrollment Coordinator to ensure a smooth enrollment process
- Develops and implements an effective marketing and advertising plan directed at the school's target audience(s)
- Collaborates with the Admissions & Enrollment Coordinator at school fairs and similar events as needed
- Develops and maintains an alumni network, with the goal of increasing alumni involvement with and financial support for the school
- Implements no-cost fundraisers such as Amazon Smiles and other incentive programs

<b>REQUIREMENTS:</b>	<ul style="list-style-type: none"> <li>• At least 5 years of experience and a proven track record of marketing and fund development and promoting growth at a non-profit entity, ideally a multi-cultural pre-K-12 educational organization</li> <li>• A Bachelor's Degree from an accredited university; an advanced degree in business or related field preferred</li> <li>• Familiarity with German culture; proficiency in English and German preferred</li> <li>• Familiarity with the needs and challenges of independent schools</li> <li>• Excellent written and verbal communication skills (including public speaking)</li> <li>• A track record of working cooperatively in a team and facilitating consensus based decision-making</li> <li>• Highly organized with great attention to detail</li> <li>• Proven ability to develop meaningful relationships with diverse stakeholders including executive level representatives of potential donors</li> <li>• Minimal travel; attendance required during some evening and weekend events and meetings</li> <li>• Authorized to work in the U.S. for any employer</li> </ul>
<b>Benefits:</b>	<ul style="list-style-type: none"> <li>• Health, Dental and Vision Insurance</li> <li>• Personal Leave</li> <li>• Sick Leave</li> <li>• Paid Holidays</li> <li>• Employer paid Disability Insurance</li> <li>• Retirement Plan with generous employer match</li> </ul> <p>*Benefits may vary depending on employment status*</p>
<b>To Apply:</b>	Please submit your application to <a href="mailto:jobs@giswashington.org">jobs@giswashington.org</a> .
	<p><i>The German International School Washington D.C. does not discriminate on the basis of race, color, religion, national or ethnic origin, sex, marital status, age or disability in the administration of its hiring, educational policy, admissions, financial aid practices, or of its athletic and other school-administered programs.</i></p>

Potomac, December 2020