

# Lynden Christian School

417 Lyncs Drive :: Lynden WA 98264 :: 360.318.9525 :: www.lyncs.org

## Job Description for Director of Development

The Lynden Christian School's Director of Development is directly responsible to the Superintendent for the performance of his/her assigned duties. This person is to perform his/her duties in accordance with the policies and regulations developed by the School Board and Superintendent. The major areas of responsibility for the Director of Development will be promotions, admissions, volunteer coordination, fundraising, and work in coordination with the director of the endowment fund.

### QUALIFICATIONS

- Committed Christian
- Committed to and have a good understanding of Christian educational philosophy, particularly biblically integrated with a Reformed historical and theological perspective, as is found at Lynden Christian School.
- Education: post-secondary education is required; experience in marketing, admissions, or fundraising may replace the education requirement.
- Ability to develop a vision of growth for Christian education, and sensitivity to opportunities for growth.
- Ability to communicate effectively, both orally and in writing.
- Ability to supervise, coordinate, and encourage paid personnel as well as volunteers and committee members.
- Ability to work aggressively and independently with proven organizational skills.
- Ability to meet people comfortably and engage in substantive conversation.
- Ability to engender and facilitate foundations, constituency, and community fundraising.
- Ability and integrity to handle financial information on behalf of the school.

### DUTIES

**Supervising the Development Team** who are collectively responsible for supporting the promotions, admissions, fundraising, and volunteer opportunities.

#### **Fundraising Responsibilities**

- a. Develop and implement fundraising campaigns and events (Annual Fund Drive; Capital Campaigns; Alumni Fundraisers; Building-Specific Fundraisers; Golf Tournament; etc.)



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- b. Work with the director of the endowment by supporting the work of the Lynden Christian School endowment fund.
- c. Develop relationships with businesses and secure sponsorships.
- d. Work with Friends of Lynden Christian board members and committees in the general planning and promotion of fundraising activities.
- e. Direct and coordinate fundraising volunteers in the visitation and follow up of potential donors.
- f. Write appropriate articles for school publications regarding fundraising opportunities.
- g. Develop and cultivate relationships with prospective donors.
- h. Maintain a donor database. Assign “interests” to constituents which categorize their relationship to the school
- i. Search for foundation funding prospects and apply for grants as applicable
- j. Other duties as assigned pertaining to fundraising.

## **Promotion Responsibilities**

- a. Work with the Promotions Committee in general planning of the promotional program at Lynden Christian Schools.
- b. Create one and two-year development plans.
- c. Submit monthly Development Office report to the School Board.
- d. Attend monthly Promotions Committee meetings.
- e. Oversee and manage the school’s website and social media applications.
- f. Promote and advertise the school (inward and outward) in newspapers, publications, social media, mailings, radio, spirit wear, etc.
- g. Develop relationships and connect with parents, grandparents, volunteers (parent and non-parent), staff, pastors, businesses, etc.
- h. Develop promotional literature/packets for public relations.
- i. Prepare press releases and media presentations to recognize staff, students, school accomplishments and events.
- j. Develop and oversee school publications such as *Home Bulletin*, School Directory, Annual Reports, and Lyncs Lines.
- k. Contact or follow-up new people in the community regarding Christian education.
- l. Maintain relationships with families new to Lynden Christian Schools.
- m. Develop effective presentations on Christian education for present Christian School constituents.



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- n. Develop programs to bring the community to the school and the school to the community such as Open Houses, Pastor's Days, Grandparent's Day, Family Fun Night, etc.
- o. Follow-up all inquiries regarding admission to Lynden Christian Schools with as many personal interviews as possible.
- p. Work with the Administration and constituency regarding prospective students and families.
- q. Participate as needed in the life of the school to maintain sufficient knowledge and sensitivity to the total school program.
- r. Support the administration as a liaison with families regarding problems or celebrations.
- s. Develop sensitivity to the image of the school. Assist the staff in understanding their role in promoting a positive image of the school.
- t. Maintain appropriate records of time and money spent within Promotions Budget.
- u. Oversee and manage the Alumni Office regarding fundraising and planning class reunions.
- v. Other duties as assigned related to promotions.

## **Admissions Responsibilities**

- a. Develop and implement strategies to recruit and retain students.
- b. Receive new applications.
- c. Host Experience the Difference activities.
- d. Organize and provide new parent tours.
- e. Arrange student shadow visits.
- f. Process applications through the system
- g. Develop new family packets.
- h. Host new parent information night.
- i. Other duties as assigned pertaining to admissions.

## **Volunteer Coordination Responsibilities**

- a. Oversee the events and volunteer coordinator's work
- b. Work with Friends of Lynden Christian and attend monthly FOLC board meetings and provide reports to the School Board.
- c. Oversee and Work with the administrators and Friends of Lynden Christian in the general planning of the use of volunteers in the total program at Lynden Christian School.



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- d. Develop relationships and connect with parents, grandparents, volunteers (parent and non-parent), staff, pastors, businesses, etc.
- e. Create specific job descriptions for prospective volunteers to review.
- f. Develop and maintain an accurate list of volunteers, their willingness, and their area of expertise, then match these with the school's needs in the following areas:
  - Repairs, improvements, painting, and cleaning of the grounds.
  - Educational assistants such as teacher aids, field trip helpers, library assistants, substitute teaching, special trip bus drivers.
  - Promotional and secretarial helpers for special events, newsletters and bulletins, computer lists, etc.
  - Project type fundraising activities and events.
- g. Other duties as assigned pertaining to volunteers and Friends of Lynden Christian.

## Other

- a. There are times in which the Director of Development becomes involved in programs and activities not specifically listed in the job description. When this occurs, the Development Director will work closely with the Superintendent and the School Board to maintain a proper balance as to work assignment.



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