



Director of Advancement

Position Description

George Jackson Academy (GJA), NYC's only independent middle school serving academically-talented boys from predominantly low-income and low-wealth backgrounds, seeks a passionate institutional advancement professional to join our dynamic senior leadership team. This role requires strategic vision, broad fundraising and communications experience, exceptional work ethic, and superb interpersonal skills.

About GJA

GJA provides bright young men in grades six through eight with an intellectually-rigorous program in a safe and affirming environment. 100% percent of alumni graduate from high school and 95% from college, many from prestigious schools in the nation. Families pay what they can afford in tuition, most \$1,000 per year or less. *With tuition accounting for only 5-8% of the school's revenue, fundraising 90% of GJA's \$3 million budget from external donors and foundations is critical.*

The Role

Reporting to the Head of School, the Director of Advancement leads all philanthropic efforts and constituent communications across channels and manages two direct reports. The Director of Advancement will develop a short and long term strategy for annual operating support and special fundraising initiatives over the next 3-5 years. This critical role will partner with the Head School to support the Board of Trustees and Associate Board with fundraising. As part of the school's leadership team, the Director of Advancement will work closely with other administrative leaders.

Specific responsibilities include but are not limited to the following:

Strategic Planning and Advancement Vision:

- Work with the Head of School and Board Advancement Committee to develop and implement short and long-term fundraising strategy that fits within GJA's sustainability goals
- Manage a donor portfolio
- Analyze fundraising and budgetary data to inform decision-making and strategy
- Work closely with the Head of School and Board Finance Committee to align fundraising goals and budgetary needs
- Contribute to school-wide decisions from an advancement and communications perspective

Annual Operating Support:

- Develop an annual fundraising program for operating support
- Create and implement a cultivation strategy through events to introduce prospective supporters to GJA
- Identify and grow GJA's corporate sponsorships
- Source new foundation and oversee existing foundation relationships
- Oversee production of grant proposals and reports
- Identify new foundation prospects
- Conduct outreach to key audiences and individual donors at varying levels of giving
- Develop stewardship activities for existing donors

Alumni Engagement:

- Oversee the expansion and development of the alumni program to increase alumni engagement
- Track and analyze alumni engagement and giving

Board Relations:

- Work closely with the Board of Trustees to foster reasonable involvement with the school and an understanding of advancement needs and opportunities
- Collaborate with the Board Advancement Committee to develop and carry out the school's advancement strategy
- Provide advancement reports for the Head of School and Board of Trustees as needed
- Attend Board of Trustee meetings as needed

Communications:

- Oversee the management of the website
- Assess and deploy a social media strategy to increase GJA's reach
- Oversee the production of the school newsletter and communications to key audience
- Produce an annual report
- Ensure consistent communications and messaging across all areas of the school
- Provide accurate and timely communications to prospects, donors, and other stakeholders

Volunteer Management:

- Create an engagement strategy and goals for GJA's Associate Board
- Manage GJA's partner relationships with community and other organizations
- Expand and manage GJA's existing corporate volunteer days and identify other possible opportunities
- Expand and manage GJA's engagement of individual volunteers in close coordination with key administrators

Administrative:

- Manage two person advancement team and key consultants
- Ensure accurate donor and donation record-keeping and tracking
- Work with finance team to provide documentation for annual audit
- Establish acknowledgement protocol to thank donors in a timely manner
- Participate in senior administrative and other school-wide meetings
- Oversee and manage the advancement department budget
- Oversee the Student Ambassador tour guide program
- Carry out other tasks as directed by the Head of School

Qualifications and Qualities:

- Bachelor's degree required
- Minimum five years professional experience in fundraising, event planning, external relations, donor relations, communications, alumni relations or other pertinent areas of advancement work in a school or non-profit setting
- Self-starter with strong commitment to the mission of GJA
- Experience with Raiser's Edge
- Ability to analyze data
- Exceptional interpersonal skills and the ability to interact and work collaboratively with a range of individuals
- A record of successfully soliciting, closing, and stewarding major gifts (at least 5-figures)
- Excellent oral and written communications skills, with the ability to effectively communicate with all stakeholders of the school
- Strong time management skills and organizational skills
- Detail oriented
- Experience executing events
- Sense of humor

This is a full-time, 12 month position with some evening and weekend work expected.

Salary Range: \$160,000 - \$180,000

To apply, please email a current resumé and cover letter explaining your interest in this role and joining the George Jackson community to advancementsearch@gjacademy.org.

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