



Director of Advancement (2020-21)

Canterbury School is part of a long Episcopal school tradition of strong academics, an inquiry-based approach to learning, and a diverse environment. We give a central place to both the life of reason and the life of faith, and we believe that the ultimate purpose of education is to prepare students to become contributors to and leaders in an ever-changing world. Our PreK-8 structure concentrates on the learning needs and development of young children and middle school adolescents, without the added complexities of the high school experience. Since our founding in 1993, we have stressed that the most complete education develops the whole child: mind, body, and spirit.

Canterbury maintains a staff of approximately 70 employees, and its teaching faculty are a healthy mix of veteran, mid- and early-career educators who enjoy small class sizes where every child is known, cared for, and loved. Students of color comprise about 20 percent of our student body of 325. Our school is situated on a beautiful 35-acre campus with a natural area, ropes course, and pond – and also a well-equipped science center. From chess to outdoor exploration, faculty are encouraged to share their passions, and students and teachers participate together in service learning as well. Canterbury Cougars are active in Greensboro, and we're told that our students are some of the most polite in town – but they're also still kids who love to have fun in a community that challenges their minds and nourishes their spirits.

Greensboro, NC is the birthplace of the Sit-In Movement, a progressive community full of religious and ethnic diversity. It offers outstanding universities, wonderful restaurants, beautiful parks and trails, minor league baseball and basketball teams, and a new 3,000-seat performing arts center opening this year.

Director of Advancement

Canterbury School seeks a Director of Advancement to begin during the summer or early fall of 2020. The Director of Advancement oversees all areas of the school's advancement efforts, including the annual fund, major gifts solicitations, capital campaigns, and alumni and planned giving. In addition to the director, the advancement office includes a coordinator of annual fund and alumni relations and has the support of a part-time marketing/communications manager. The Director of Advancement also serves as a member of the school's senior management team and reports directly to the Head of School.

Although Canterbury is a young school, it has undergone remarkable growth, due in large measure to an active and very committed donor base. The final building on its original campus plan, a \$4.25 million library and administrative building, will soon be under construction and is scheduled to open in the first half of 2021. During its lifetime, the school has received a number of six-and-seven-figure gifts, and well over 90% of the school's parents support the annual fund each

year. The Director of Advancement will, over time, be expected to evaluate ways in which the school's advancement office can develop in order to capitalize upon its success and support its evolving fundraising needs.

Essential Duties

The Director of Advancement will:

- Provide strategic direction and manage the institutional advancement program; implement the major and planned giving programs; oversee annual giving, alumni relations, and advancement services.
- Develop and implement proactive and strategic major gift cultivation efforts that use senior staff and volunteers to identify and cultivate and solicit major gifts.
- Work closely with the Head of School to integrate Canterbury School into the Greensboro philanthropic community and cultivate major gift prospects; this includes regular meetings to review prospect lists, outline prospect contacts, discuss strategy, report calls, and establish action plans.
- Partner with marketing and communications to guide communication strategies.
- Manage a portfolio of major prospects assigned for cultivation and solicitation.
- Develop and implement capital campaigns to fund facilities and programs, and build endowment and oversee all other fundraising activities including annual, corporate, and foundation giving, and other school-related solicitations.
- Serve as liaison for the appropriate board meetings and subcommittees as needed.
- Enter gift data into Raiser's Edge and generate financial reports and acknowledgement letters regarding gifts, grants, and pledges.
- Oversee goal setting, evaluation, and reporting of development, alumni relations, and advancement service programs, including donor recognition.
- Engage in annual goal-setting exercise and resulting performance review for coordinator of annual fund and alumni relations.
- Develop and oversee implementation of prospect management, donor relations, and stewardship.
- Keep current families top of mind and support Admissions Director and administration with retention strategies throughout the school year.
- Set the annual calendar for all fundraising events.

Qualifications

The competitive candidate will have outstanding administrative, written, oral, presentation, and interpersonal skills and a dynamic personality. They will demonstrate meticulous attention to detail and show expertise in long-range planning. They will be a leader who collaborates effectively, thinks independently and creatively, and interacts with current parents, alumni parents, and donors with a personal, caring touch, as Canterbury is a highly relational community.

Candidates should hold a bachelor's degree and multiple years of fundraising experience, preferably in a college or independent school setting. They must be proficient in our school's fundraising software, Raiser's Edge. They should have a demonstrated record of successful leadership and possess a proven ability to work in a complex environment while maintaining high

standards of professionalism, discretion, a commitment to diversity and inclusivity, and a good sense of humor.

Other qualifications include:

- Able to effectively articulate the values and mission of Canterbury School.
- Able to maintain clear, accurate records and prepare accurate and timely reports.
- Willingness to travel locally.
- Proven project management success.

Applications

To apply, please submit a resume and cover letter explaining your interest in and qualifications for this position, which begins in summer or early fall of 2020, by email to Head of School Phil Spears at spearsp@canterburygso.org.