

Job Description

JOB TITLE: Advancement Liaison

MINIMUM QUALIFICATIONS: Bachelor's Degree, experience in Marketing and/or Public Relations

IMMEDIATE SUPERVISOR: Principal

SELECTION: The position is filled by the Principal upon the recommendation of the Designated Pastor and Superintendent of Catholic Schools of the Diocese of Wheeling-Charleston

SALARY AND EMPLOYMENT TERM: Salary determined by Principal with approval from Designated Pastor, yearly term, part-time

QUALIFICATIONS: The successful applicant for this position must possess and/or show evidence of the following:

- Ability to work with stakeholders in conjunction with school administrators to reach goals to attain school's mission.
- Strong academic background.
- Ability to communicate effectively through clear, concise writing, free of spelling and grammatical errors, and through articulate verbal skills.
- Demonstrate knowledge of Effective School Research as it applies to the position for which applying.
- Ability to maintain a cooperative working relationship with administration, staff, students, and public.

DUTIES: The successful applicant is responsible for the following professional duties:

- Annual giving
- Capital campaigns
- Major gifts
- Planned gifts
- Grants
- Marketing/Public Relations
- Event Planning and Supervision
- Alumni relations
- Donor relations
- Social Media management
- School website maintenance
- Organization and distribution of school newsletter
- Stakeholder communications/publications
- School Tours and promotional material

- Communication with prospective and current school families
- Work with Enrollment Director on enrollment event planning and supervision
- Other duties as needed