



## ***Development Director***

### **About The Waldorf School of Atlanta**

Founded in 1986 as a preschool/kindergarten program, The Waldorf School of Atlanta graduated its first eighth grade class in 2000. We offer preschool to grade eight education for approximately 230 students, including Spanish, Movement Education (Spatial Dynamics and Eurythmy), Music (Recorder, Strings, Chorus, Drumming), Handwork, Woodwork, Practical Arts, and Sports Programs. Our parent/child program warmly introduces young families to Waldorf education. The school is fully accredited by both SAIS and AWSNA.

Our experienced and creative faculty work closely with an active and dedicated Board of Trustees and a committed and talented parent community. An established Core Faculty with years of Waldorf experience share a strong commitment to studying and working with Rudolf Steiner's picture of the developing child.

### **Job Summary**

The Waldorf School of Atlanta's Development Director is a committed development professional who is responsible for engaging the school and wider community in a robust development plan. The Development Director is entrusted with cultivating long-lasting relationships within the current school community as well as the greater community, including community partners, businesses, alumni students, and parents.

The primary job responsibilities of the Development Director include the management and oversight of the school's fundraising programs, promoting community partnerships and investment, and serving as one of the primary public relations individuals, articulating the school's philosophy as it relates to the school's development program.

The Development Director has primary responsibility for the school's annual fund, auction, state tax credit program (GOAL), corporate and foundation sponsorships and major donor cultivation. This position is responsible for implementing programs to develop the school's long-term fundraising needs for capital and facilities projects.

This position is the primary point of contact for fundraising operations at the Waldorf School of Atlanta. The Development Director will ensure open and direct lines of communication with faculty, staff, the school's Leadership Team, and the Board of Trustees on fundraising and marketing related issues.

### **Duties and Responsibilities**

- Serve as an ambassador for WSA fundraising activities, communicating development goals and strategies to faculty, staff, parents, friends, and organizations
- Conceptualize, plan (including goals, strategies, objectives, timeline), and manage Annual Fund Campaign
- Manage the cultivation, solicitation and stewardship of Sun Circle Donors, Grandparents, and Alumni Parents
- Manage, support, and appreciate Annual Fund volunteers
- Coordinate Auction efforts to secure corporate sponsors, both inside and outside our community
- Promote and manage process for Georgia GOAL Scholarship Program contribution management, including tracking and acknowledgement; and serve as liaison to the GOAL SSO organization.

- Monitor grant fulfillment and facilitate donor reporting; identify and deliver grants that contribute to WSA's mission and vision
- Prepare written documents in support of solicitation, cultivation and development events, including correspondence, strategic plans, invitations and reports of development activities
- Maintain online process for pledge/gift management including tracking, reporting, correspondence, acknowledgement, and billing from the Generations database
- Analyze both quantitative and qualitative campaign data and make recommendations for future efforts and develop new strategies to increase levels of giving
- Manage development support positions
- Coordinate and develop marketing strategy with the Marketing and Communication Team
- Identify and develop new collateral materials or signage that may be needed for fundraising campaigns
- Respond to and manage donor concerns in collaboration with the Leadership Team
- Assist with the development of the Strategic Plan
- Assist with the development of a Capital Campaign plan (as needed)
- Develop an alumni program with the help of alumni/alumni parents, in support of capital and public relations campaigns
- Manage the Development budget
- Support the development of Board members as ambassadors and advocates
- Work with school leadership and constituents to create shared vision for WSA
- Working closely with the Development Committee, oversee the overall advancement strategies for WSA
- Working closely with the Marketing Committee to coordinate marketing efforts of WSA to support advancement and student enrollment

## **Required Skills & Capacities**

- Bachelor's Degree or equivalent
- Variety of experience with office software/hardware (printers, computers, email, spreadsheets, databases specifically: Filemaker Pro; Microsoft Office products)
- At least 5 years of experience in fundraising
- Experience in marketing communications and/or public relations is a plus
- Familiar with financial practices
- Excellent verbal and written communication skills, listening, and organizational skills
- Ability to facilitate communication between others
- Ability to balance and prioritize while working on multiple projects simultaneously
- Excellent people skills; ability to work with others calmly and in a friendly, professional manner
- Ability to maintain effective relationships with students, parents, teachers, Board of Trustees, private and public agencies, and the general public
- Ability to create marketing content as well as identify and generate story ideas
- Skilled in traditional branding techniques and tactical support to maintain a marketing campaign
- Interest in Anthroposophy and/or Waldorf education
- Ability to motivate self and others effectively in a fast-paced environment with a diverse set of responsibilities and constituents

## **Salary and Benefits**

- Salaried/Exempt
- Eligible for benefits

## **Accountability**

- Hired by Administrator in consultation with the Board Development Chair and Executive Committee
- Reports to Administrator, with quarterly reporting to Board of Trustees Executive Committee
- Reviewed by Administrator

*The Waldorf School of Atlanta (WSA) is committed to providing an inclusive and welcoming environment for its students, visitors, faculty, and staff, and to ensuring that educational and employment decisions are based on an individual's abilities and qualifications. WSA does not discriminate on the basis of race, color, religion, creed, gender (which includes a person's actual or perceived sex, as well as gender identity and expression), age, marital status, disability, national or ethnic origin, sexual orientation, familial status, predisposing genetic characteristics, unemployment status, caregiver status or any other category protected by applicable federal, state or local law, in carrying on its educational activities or in the administration of its educational policies, admissions policies, employment policies, financial aid programs, and athletic and other school-administered programs.*