



## **JOB DESCRIPTION**

Title Director of Advancement

Department(s) Marketing & Admissions

Reports to Headmaster

### **Job Summary / Responsibilities**

The Director of Advancement is responsible for the creation of programs, policies, and procedures and implementation thereof to grow enrollment, supervise and expand the skill level of all Marketing and Admissions staff members and offer marketing guidance throughout all departments of the academy. The orchestration of these programs should target but not be limited to the communities of Mount Juliet, Hermitage, Old Hickory, and Donelson to influence the number of qualified enrollment inquiries of parents interested in Donelson Christian Academy.

### **Minimum Requirements**

The Director of Advancement must have at least ten (10) years of corporate leadership experience specializing in the organization and implementation of marketing plans and or sales practices that resulted in client and revenue growth or a proven success record of advancement duties at an established private school. Additional corporate skills required are public speaking, written communication, training and the implementation of plans based on deadlines. The ability to present oneself professionally over the phone or in person to a church, business or community leaders is required.

The Director of Advancement must be a professed born again Christian whose life demonstrates a close walk with Jesus Christ. This life-walk is vital in developing key area relationships with pastors and Christian business leaders.

### **Additional Attributes**

With the communities of Mount Juliet, Hermitage, Old Hickory and Donelson being a focal point of targeted efforts related to enrollment growth, a personal knowledge of the community, area churches and businesses and competitive public/private schools will be advantageous. The goal of the Academy is to be the Christian school of choice for all of Davidson and Wilson County, thus a strong personal knowledge of these target communities would also be considered additional key qualification.

January 28, 2010