



Job Posting

Director of Development & Communications Springfield Area Educational Foundation, Springfield, PA

Overview: The Director of Development & Communications (DDC) for the Springfield Area Educational Foundation (SAEF) will work in conjunction with the Board of Directors of SAEF to **support the mission of SAEF to promote the educational, arts and athletic programs of Springfield School District (SSD) and create opportunities for students in Springfield schools.** Primary responsibilities include supporting SAEF with fundraising and communications.

Duties & Responsibilities include Fundraising (grant writing, annual giving and naming rights campaigns, donors), Support of existing fundraising events, Development and coordination of new initiatives, Communications including strong social media presence, Alumni relations and SAEF Board Management.

Position is full time and hybrid (on site/remote) with flexible work hours. Attendance would be expected at some evening and weekend events.

Salary: Competitive with non-profit centers. **The salary range would be \$60,000 to \$80,000 depending upon background and experience.** Not benefits eligible.

This job posting will remain active and open until the position is filled.

More details available upon request.

How To Apply: Send letter of interest and your current resume to SAEF Board President Steve Todaro at cuonthetee@aol.com. Three references will be required prior to employment.

Job Description

Director of Development & Communications (DDC) Springfield Area Educational Foundation, Springfield, PA

Duties & Responsibilities:

1. Fundraising-Grant Writing
 - a. Evaluate and reapply for current/existing grants and explore ways to increase the value
 - b. Research, prepare and submit new grants at the local, state, regional and national level through foundations, corporations and government opportunities
 - c. Coordinate with SSD administration and leadership to improve the chances to obtain grants
2. Fundraising-Annual Giving Campaigns
 - a. Execute annual giving campaigns for alumni and other donors
 - b. Facilitate an active "Giving Tuesdays" program and an End of Year Giving program to incentivize donors to lower taxes at end of year
3. Fundraising-Naming Rights Campaign
 - a. Approach potential donors about the Naming Rights opportunities that are available at all SSD Facilities
 - b. Manage and assist in the donation process with potential donors
4. Fundraising-High Net Worth Donors
 - a. Develop and maintain the portfolio of high-net-worth donors for frequent contact and interest check-in
 - b. Conduct a focus group of previous donors to help develop sales pitches for use in future fundraising campaigns with a focus on large donations (\$25,000 and multi-year)
 - c. Manage a donor recognition program using the SAEF website, newsletter, social media, annual report
5. Fundraising-Support Existing Fundraising Events Led by Board Committees and Chairs
 - a. Provide support to the following fundraising activities and suggest ideas for improvement: Golf Outing, Casino Night, Alumni Art Exhibition, Philadelphia Boys Choir Concert
6. Fundraising-Develop and Support New Fundraising Initiatives
 - a. Explore new fundraising initiatives for consideration by the SAEF Board with awareness of overlap and conflict among existing fundraising activities across the district (i.e., schools, band and orchestra parents, athletic teams, school clubs)
 - b. Possible ideas for new fundraisers include: Guest speaker program, Holiday wine tasting event, BBQ at major athletic events (football, lacrosse, soccer), Springfield Day at Phillies game, 5K Run/Walk for SSD, Legislative panel of local legislators with focus on education funding and issues, SAEF Gala and annual dinner, SSD/SAEF Outstanding Alumni Awards
7. Communications-SAEF Activities
 - a. Serve as the primary liaison and *main hub* for SAEF for internal SSD personnel, external audiences and the SAEF board
 - b. Utilize social media (Facebook, Constant Contact, Instagram, etc.) to reach to wide audiences and specific targets about SAEF activities and programs
 - c. Function as the spokesperson for SAEF, in coordination with the Board President
 - d. Prepare media releases as required
8. Communications-Alumni
 - a. Develop effective methods to reach recent and longer term Springfield High School alumni (estimated at 20,000) and maintain database of contact information
 - b. Assist the Hall of Fame Committees (Athletic and Arts/Achievers) with the planning and conducting of the events. Provide communications support to get the word out to the wider Springfield community
 - c. Provide support to class reunion committees. Role may include sharing successful ideas and resources used by other class reunions.
9. SAEF Board Management
 - a. Partner with SAEF President to maintain a positive and collaborative relationship with SSD Board of School Directors, SSD Superintendent and SSD Administrative Team

- b. Working with the SAEF President, evaluate the present structure and operation of the SAEF Board with the various committees and recommend improvements
- c. Assist the SAEF Board President by identifying potential new SAEF Board members in the SSD community
- d. Assist the SAEF Board President by tracking SAEF Board membership rotation requirements to maintain continuity while bringing on new Board members with fresh ideas and expanded connections in the SSD community

10. Other duties as assigned

Desired Qualities and Skills-Successful candidate must have the following:

- Strong verbal and written communication skills
- Demonstrated ability to work independently and collaboratively
- Demonstrates strong desire to, and effectively connects with local, regional and national education foundations
- Have a caring attitude and passion for the SAEF mission, Springfield School District, and the Morton-Springfield community
- Experience with development activities at a non-profit foundation
- Experience and successful results with grant writing and follow-up requirements
- Proficiency with computer applications

Reporting Relationship

- Reports directly to the SAEF Board President
- Reports indirectly to the SSD Executive Director of Operations
- Reports indirectly to SAEF Board Members

Work Hours

- Position is full time, 40 hours a week, hybrid (on site in SSD administrative offices and remote)
- Attendance at some evening and weekend events would be expected
- Estimated Time Allocation

Fundraising	70%
Grants	30%
Annual Giving	15%
Naming Rights	5%
High Net Worth	10%
Activities-existing and new	10%
Alumni	20%
Social Media	5%
Other	5%

Administrative Support

Available in SSD after requesting from SSD Executive Director of Operations

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