



**Position Description:** Manager of the Annual Fund

**Reports to:** Director of Advancement

**Effective Date:** November 24, 2022

### **St. Michaels University School:**

Located in Victoria, British Columbia, Canada, St. Michaels University School (SMUS) is a Kindergarten to Grade 12 day and boarding school with a global reputation for academic excellence.

Our students from over 30 countries all over the world have opportunities in academics, athletics, arts, leadership, service and outdoor education, and are inspired by an extraordinary staff committed to character growth and preparing students for what lies ahead in life. The school's Mission shapes these endeavours: *Our school seeks the excellence in all of us, with passion and compassion. We are a community shaped by the pursuit of truth and goodness, providing outstanding preparation for life.*

At St. Michaels University School, we seek to employ and empower individuals who wish to forge impactful relationships and careers that place our students at the centre. We firmly believe that expanding our diversity while adjusting our practice will lead to becoming the community we envision – a place where staff and students share a sense that they fully belong.

### **Primary Job Objective:**

Reporting to the Director of Advancement, the Manager of Annual Fund fulfills a senior fundraising role, ensuring the successful creation and delivery of SMUS' Annual Fund campaign, a critical donor program, by building relationships among our local and global community. As part of the Advancement team, the Manager of Annual Fund is expected to contribute to building a culture of philanthropy and drive participation in the campaign, securing donations of all sizes in support of achieving the departmental fundraising goals.

The Annual Fund is an essential component of any comprehensive fundraising program, helping to create a culture of philanthropy and generate much-needed funds that allow for the enrichment of SMUS' exceptional education program. The Manager of Annual Fund will be central in devising, implementing, and championing the Annual Fund campaign through a strategic review of giving histories, building relationships, developing a philanthropic community culture, and achieving participation targets.

As attendance at Advancement and other school events is occasionally needed outside of normal business hours, flexibility regarding hours of work will be required.

### **Responsibilities:**

- Develop annual fundraising goals and strategic plans for Advancement, in consultation with the Director of Advancement.
- Support the highest commitment to stewardship and cultivation of donors and prospective donors.
- Meet individual and team fundraising goals by executing an Annual Fund strategy.

- Plan and execute an Annual Fund volunteer strategy to increase participation across all grades.
- Maintain relationships with donors to ensure repeat giving which is crucial to the success of the Annual Fund campaign.
- Liaise, as appropriate, with the Marketing and Communications team to ensure Campaign material effectively supports the Annual Fund campaign. This includes contributing ideas, website content, storylines, social media posts and supporting material concepts for the Annual Fund campaign.
- Track and report progress to achieving fundraising goals, using tools available within the department.

### **Required Qualifications:**

- Bachelor's degree in Communications, Business, or a related discipline.
- Fund Raising Executive Certification (CFRE) is an asset.
- 3-5 years' experience in an advancement or development role with a proven track record of success achieving annual fundraising targets.
- Experience in developing and executing fundraising plans, measuring progress, and applying learnings to strengthen future efforts.
- Knowledge and experience in fundraising for not-for-profits, preferably in educational settings.
- Knowledge and understanding of ethical fundraising best practices, ability to maintain confidentiality when handling sensitive information.
- Understanding of organizational strategy and its successful implementation and impact on Advancement.
- Ability to connect with potential donors and sustain positive relationships.
- Strong technical skills in Microsoft Office/Google suite.
- Proficiency in using fundraising database systems (e.g., Raiser's Edge) and other research techniques for maximizing fundraising and relationship-building activities.
- Superior written and verbal communication skills.
- Able to work effectively independently and as part of a team.
- Demonstrated ability to perform well in a deadline-driven environment.
- Positive energy and flexibility.
- Experience working in an organization with varied community members such as alumni, past parents, students, staff, and faculty.

### **Additional Skills and Abilities:**

- Ability to communicate with honesty, candor, and respect
- Excellent critical thinking, analytical and problem-solving skills
- Solid understanding of mechanical equipment and technical processes an asset
- Interest and knowledge of Artisan craftsmanship
- Entrepreneurial spirit and ability to think like an owner

### **Criminal Record Check:**

Must pass and maintain a clear Solicitor General criminal record check for the purpose of working with children.

**Disclaimer Clause**

The above statements are intended to describe the general nature and level of the work being performed by the employee assigned to this position. There are no exhaustive lists of all duties and responsibilities, knowledge, skills, abilities, physical job demands and working conditions associated with this position.