

# THE SAINT AUSTIN SCHOOL



## Position Description – Executive Director

### Overview:

Responsible for planning and strategy, vision and mission, communications and donor relations, resource gathering, school records, business office operations, and physical plant. Includes:

**Development** (includes Annual Appeal, Spring Gala, Quarterly Newsletters, and all related planning and communications), Advisory Council

**Marketing, Student Recruitment and Admissions** (subject to Head of School vetting of candidates). Includes public relations, promotion and donor relations

**Finance and business office** including

student records (attendance to report cards)

invoicing, budgeting, cost control, accounting and reporting, and financial planning.

Faculty contracts

Benefits administration

**Facilities** (utilities, maintenance – planned and emergent, scheduling, and long-range plan).

This position is co-equal to and works closely with the Head of School and is not directly responsible for the faculty hiring, training, mentorship and supervision or otherwise for St. Austin's academics.

### Top Priorities:

The critical success factors for this individual will be ability to bring in and cultivate community support – both within the existing family and donor community and within the wider Catholic St. Louis community: a servant-leader who works with existing resources and leverages their strengths to a substantially improved level of communication and support. The successful incumbent will have an innate understanding of marketing, promotion and related strategies, but be willing to get “into the details” and delegate, supervise and monitor marketing, communications and development.

**Expected compensation:** \$ 85 – 110K per year, depending on experience.

**Reports to:** Executive Committee of the Board of Governors

### Manages:

1. Director of Development
2. Director of Admissions (part-time)
3. Administrative Assistant – Communications
4. Administrative Assistant – Events (part-time)
5. Accountant (0.7 FTE)

### Principal Responsibilities

With a visible presence inside and outside the school community, the Executive Director will be the catalyst in advancing the strategic marketing and advancement initiatives of the school community.

- Build awareness of St. Austin through outreach to current and former donors as well as new contacts. Set regular school tours and meetings with the Head of School and Board to advance relationship-building with mission-aligned donors.
- Continue to grow base of partnerships and supporters.
- Ensure appropriate levels of donor recognition. Grow base of donor support, especially through major donor investment in key strategic initiatives, and by identifying, cultivating, soliciting, stewarding, and growing giving club members.
- Represent the school as one of its key spokespersons, and serve as an ambassador.

- Develop and execute annual marketing and promotions plan in line with strategic priorities.
  - Plan, organize, and execute the Speaker Series, including planning and overseeing the marketing and promotion efforts for these programs.
  - Collaborate with staff, School staff, and contractors on social media and email strategy.
  - Seek ways to raise profile of St. Austin for attracting students, and teachers.
- Formulate growth opportunities in line with the school’s mission.
- Supervise St. Austin marketing, development and business office staff, and meet regularly with them to ensure effective execution of each’s responsibilities and mission-aligned planning
- Report all operational information to the Board of Governors and its Executive Committee.
  - Oversee financials, budgets, and P&L’s. Work with the Board Treasurer to receive and review regular financial updates and keep the board informed on expected results.
  - Work with Board Treasurer to draft and review annual budgets and comparisons of actual results to those budgets.
- Ensure all parent volunteers and employees meet applicable archdiocesan requirements

**Qualifications:**

- Be a practicing Catholic who regularly participates in the liturgical and sacramental life of the Church, strives to live the universal call to holiness in his or her own life, and understands and faithfully adheres to the teachings of the Church’s Magisterium.
- Have the confidence and vision to make a compelling case for the mission of The St. Austin School in order to garner significant financial support.
- Excellent interpersonal, telephone, and written communication and networking skills.
- Broad Knowledge of development strategies and techniques, with related skills in marketing, sales, grant-writing, and/or other fundraising methods.
- Experience in a direct marketing environment and able to drive lead generation and administration of the “sales funnel” to understand and monitor the enrollment cycle.
- Be able to think logically and write clearly.
- Be able to work with Board of Governors to communicate efficiently and thoroughly the direction and state of the school.
- Display an executive mindset and desire to lead and develop a team of talented, mission-driven staff.
- Ability to understand technology and systems to ensure data integrity and security throughout the data capture, analysis and reporting process.
- Bachelor’s degree or equivalent work experience in development, marketing, sales, public relations, or related field. A graduate degree is preferred.
- Desire to work a flexible full-time schedule to accommodate donor meetings and the execution of events.
- Strong computer skills and the ability to operate all software programs for the position.

**MISSION**

THE ST. AUSTIN SCHOOL PROVIDES A RIGOROUS ACADEMIC PROGRAM WHICH PREPARES OUR STUDENTS TO EXCEL IN SECONDARY SCHOOLS OF THE HIGHEST CALIBER. IN COLLABORATION WITH OUR FAMILIES, WE HELP FORM STUDENTS IN CHRISTIAN VIRTUES AND THE LIFELONG PRACTICE OF THE CATHOLIC FAITH.

E-mail resume and cover letter to [ExecutiveDirector@SaintAustinSchool.org](mailto:ExecutiveDirector@SaintAustinSchool.org)

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