



7300 River Road, Bethesda Maryland 20817

p: 301.365.4355 f: 301.469.8611 www.theprimarydayschool.org

The Primary Day School
Assistant Director of Advancement
FT/10 month
Supervisor: Director of Advancement

About The Primary Day School

The Primary Day School invites applications for the position of Assistant Director of Advancement. Founded in 1944, The Primary Day School in Bethesda, Maryland educates boys and girls during the four most important learning years of their lives – Pre-Kindergarten, Kindergarten, First Grade and Second Grade. We are the only school in the area that is focused exclusively on children in this unique age group. At Primary Day, everything we do is dedicated to helping young children flourish – as learners and as people – during this vitally important time of life. The Primary Day School was founded as a demonstration school for the Phonovisual Method, a unique, phonics-based approach to teaching reading and language arts that remains vital to each student’s educational journey today. To learn more about our school and its community, curriculum and traditions please visit www.theprimarydayschool.org.

Position Summary:

The primary responsibility of this position will be supporting all areas of the Advancement program, with a special emphasis on donor management and special event planning. The Assistant Director of Advancement reports to the Director of Advancement and works collaboratively with administrators, parents, faculty and volunteers. The ideal candidate will be flexible, professional, and creative. This is a full time, 10-month position beginning August 21, 2017.

General Roles and Responsibilities

Annual Appeal

- Work with the Director of Advancement in managing the Annual Appeal, specifically as it relates to the management and oversight of data. See below under *Data Management* for detailed outline.

Data Management

- Knowledge of current industry standards for prospect identification, cultivation and tracking with the goal to create a moves management system for ongoing donor management.
- Primary point of contact for all database functions including:
 - Designing reports and queries for mailings and invitations.
 - Processing donations and preparing g acknowledgement letters and other correspondence.
 - Creating monthly fundraising reports and other database reports as needed.
 - Completing all constituent data entry and updates.
 - Coordinating production and mailing of all appeal letters.

Special Events

- Take a lead role in planning for the school’s special events, including, but not limited to Annual Fund events, Grandparents Day, New Parent events and Gala.
 - Recruit and manage parent volunteers.
 - Create and oversee a timeline for execution of event.
 - Oversee ongoing implementation of special events.
- Provide support to the Primary Day Parents Association related to community service and special events planning.

Other

- In collaboration with the Director of Advancement, set annual goals for both short-term and long-term fundraising activity.
- Handle all administrative details associated with the Office of Advancement.
- Attend workshops and conferences and incorporate this knowledge into current position.
- Work with the Advancement Office as plans are put in place for the school's 75th anniversary celebration.

Additional Requirements:

- Attendance at all school/staff meetings and in-service workshops.
- Attendance at all school events: Back to School Night, Book Fair, Annual Fund Events, Grandparents Day, Alumni Events, PDPA events and Gala.

Required Qualifications

A Bachelor's Degree with a minimum of five years of demonstrated analytical and fundraising experience with strong organizational and communications skills is required. Demonstrated ability in the use of technology and constituent software, as it relates to an understanding of donor relations; Proficiency and demonstrated ability to operate various other software programs including Microsoft Word, Excel and PowerPoint; Demonstrated ability to take initiative and work cooperatively to achieve common goals; Ability to maintain confidentiality of sensitive information; Experience using social media as a communications tool; Strong ability to organize, prioritize and multi-task in order to meet deadlines; Strong interpersonal skills and ability to interact with all constituents with a sense of professionalism; Availability and willingness to work occasionally outside the normal schedule, including early mornings, evenings, and weekends to accommodate donor and volunteer meetings and events.

Salary

Compensation is competitive with area independent schools and commensurate with experience.

To Apply

Interested candidates for the Assistant Director of Advancement position are encouraged to review Primary Day's curricular philosophy at www.theprimarydayschool.org. To apply for the position, please send the following to the address below no later than March 17, 2017:

- letter of interest
- desired salary range
- current resume
- completed application, [application available](#) on the school's website

No Phone Inquiries, Please
Assistant Director of Advancement Search
ATTN: Scott Lawrence, Head of School
The Primary Day School
7300 River Road
Bethesda, MD 20817