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The Primary Day School
Manager of Advancement Services
FT/12 month

About The Primary Day School:

Founded in 1944, The Primary Day School in Bethesda, Maryland, is a school for boys and girls from Pre-Kindergarten through Second Grade. We are the only school in the area that focuses exclusively on children in this unique age group, and we do so for a very important reason. These are the most crucial learning years in children's lives, a time when they are bursting with potential, ready for quantum leaps of development. At Primary Day, everything we do focuses on 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 Overview:

The **Manager of Advancement Services** reports to the **Director of Advancement and Enrollment** and works collaboratively to implement the school's advancement and enrollment initiatives. The partnership requires a high energy candidate who can work independently, show initiative and flexibility and bring a mind-set of resourcefulness to the position. The ideal candidate will have an opportunity to contribute to a professional community that appreciates creativity and an innovative approach to supporting advancement and enrollment services. The successful applicant will be collaborative, proactive, and responsive and possess strong organizational, technical, and interpersonal skills. The individual must be detail-oriented and must manage multiple priorities within a fast-paced environment.

Primary Day has a wonderfully generous community and has had unprecedented success in both fundraising and enrollment. Our goal is to celebrate this momentum as we celebrate the school's 75th anniversary in 2019/2020, continuing our effective engagement of the school's various constituencies and our greater community.

Position Summary:

- Maintain the school's donor information database with accuracy and integrity, including but not limited to entering and acknowledging gifts in a timely manner, maintaining accurate constituent contact information, entering prospect notes, and producing reports from the database as needed.
- Support Advancement events by assisting in the creation and distribution of invitations and reminders, managing RSVPs, and working with colleagues and vendors on planning and executing facilities and technology needs and other day-of logistics.
- Execute mailings – including fundraising appeals, brochures, specialty publications, and other collateral – by assisting with creation, editing, printing, data collation, and assembly.
- Provide wide-ranging, multifaceted administrative support, including assistance with meeting preparation and other office management tasks.

- Assist with the daily operations of the Enrollment Office by maintaining accurate records in *Ravenna* and tracking all applicant data, using *Ravenna* as the pipeline tool and *inResonance* as the output tool.
- Statistics and trends reporting.
- Attend and, with the **Community Engagement Associate**, coordinate all schoolwide events , including Open Houses, admission cultivation events (fairs and related), prospective parents and new parent functions, the annual Gala/Auction, Annual Fund/Campaign events and all alumni programs.
- In conjunction with the **Associate Director for Enrollment**, manage the enrollment contract process, from delivery to completion, for re-enrolled students and newly enrolled students.

Professional Responsibilities and Development:

- Dedicate attention to personal professional development through individual study and organization networks.
- Attend workshops, conferences, and webinars (such as IE, AIMS, AISAP).
- Incorporate this new knowledge into current position.

Additional Requirements:

- Attend all school/staff meetings and in-service workshops.
- Attend school events: ie: Back to School Night, Fall Festival/Book Fair and Gala.
- Attend School Fairs, Open Houses, and other promotional events as needed.

Required Qualifications

- Bachelor's degree or equivalent experience in a related field.
- Outstanding oral and written communication skills.
- Strong organizational skills with extraordinary attention to detail and the ability to effectively manage deadlines and multiple tasks.
- Strong technological expertise and enthusiasm including:
 - Hands-on database experience (and enthusiasm)
 - Working knowledge and ability to easily and comfortably navigate Microsoft Office products.
- Familiarity with social media platforms (Facebook, Instagram, LinkedIn).
- Experience with or interest in independent schools and independent school philanthropy and enrollment.
- Track record of confidentiality and discretion.
- Strong interpersonal and intrapersonal skills. Must be an active listener and open-minded collaborator.
- Must possess a growth mindset and a nimble and flexible attitude.
- Availability for occasional evening and weekend work.

Salary

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

To Apply

Interested candidates for the **Manager of Advancement Services** position are encouraged to review Primary Day's website at www.theprimarydayschool.org. To apply for the position, please send the following to d.evans@theprimarydayschool.org:

- letter of interest including desired salary range
- current resume
- completed application, [application available](#) on the school's website
- names and contact information of three professional references

The Primary Day School is dedicated to providing equal employment opportunities to all personnel and applicants for employment without regard to race; color; religion; sex; national origin; handicap or disability; sexual orientation; or status as a veteran, Vietnam era, or special disabled veteran.