

# Annunciation Catholic School

Committed to Serve, Learn, and Love



**SCHOOL ADVANCEMENT** | The *School Advancement* position is responsible for continuing to propel the school forward while working in conjunction with the Pastor and Principal.

## Specific Responsibilities

**DEVELOPMENT BOARD** | Serve as the primary liaison between the school and the Development Board. Plan, coordinate, and lead monthly board meetings, including agenda development, report preparation, and follow-up on action items. Cultivate board engagement, provide strategic direction aligned with school goals, and support board members in fulfilling their roles in fundraising, advocacy, and stewardship.

**COMMUNICATION** | Develop and execute a comprehensive donor and stakeholder communication strategy to foster strong, long-term relationships. Maintain accurate and up-to-date mailing and contact lists. Coordinate regular outreach, including newsletters, personalized emails, phone calls, handwritten notes, holiday cards, and impact updates. Ensure consistent messaging that reflects the school's mission and gratitude for support.

**INTRODUCTIONS (Donor & Stakeholder Engagement)** | Identify, cultivate, and engage prospective donors, alumni, parish members, and community partners. Create meaningful opportunities for new stakeholders to connect with the school through events, personal outreach, and mission-focused storytelling. Develop pipelines for donor growth and long-term engagement.

**TOURS** | Partner with the Principal to plan and lead tours for prospective donors. Ensure tours effectively showcase the school's academic excellence, Catholic identity, and community culture. Tailor experiences to the interests of benefactors and partners to deepen engagement and support enrollment and fundraising goals.

**EVENT PLANNING & FUNDRAISING** | Lead the planning, coordination, and execution of all fundraising events, both major and minor. Serve as chair for key events, including the Fall Golf Tournament and Spring Annunciation Gala, overseeing budgeting, sponsorship solicitation, volunteer coordination, logistics, and post-event evaluation. Develop and implement new fundraising initiatives to diversify revenue streams and increase community participation.

**DONATIONS LOGS & TAX LETTERS** | Maintain accurate and confidential records of all gifts and donations. Oversee the timely processing and acknowledgment of contributions, including the preparation and distribution of tax-compliant donation letters. Generate reports to track fundraising progress and support financial transparency. Meets regularly with the Business Manager to check the accuracy of all records, gifts, and donations.

**SOCIAL MEDIA & WEBSITE** | Collaborate with the Assistant Principal to manage and enhance the school's digital presence. Regularly update the website and social media platforms with engaging, mission-driven content that highlights student life, achievements, events, and community impact. Use digital tools strategically to support marketing, enrollment, and fundraising efforts.

**STATE OF THE SCHOOL ADDRESS** | Collaborate with school leadership to plan, develop, and execute the annual State of the School Address. Gather and analyze data, highlight key achievements, communicate strategic priorities, and present a compelling vision for the future to stakeholders and donors.

**MARKETING MATERIALS** | Oversee the creation, design, and distribution of all marketing and promotional materials, ensuring consistency in branding and messaging. This includes brochures, newsletters, annual reports, event materials, and digital content. Ensure materials clearly communicate the school's value and mission to prospective families and donors.

## Staff Crew Member Responsibilities & Expectations | Annunciation Catholic School Staff

**FAITH FORMATION** | Commitment to fostering personal and students' spiritual growth by actively integrating Catholic teachings, prayer, and participation in the sacramental life of the Church into the classroom environment.

**POSITIVE RELATIONSHIPS** | Joyful, loving interactions with all and unconditional positive regard for everyone. Maintenance of appropriate, compassionate, supportive, and productive relationships with all students, parents, & colleagues to create a joyful work environment.

**PROFESSIONALISM** | Kind, respectful, appropriate, & timely communication (in person, email, and otherwise) and careful attention to all professional responsibilities (i.e., checking one's office mailbox, professional dress, sending things home with students, turning things in to the office, etc.)

**REFLECTION & GROWTH** | Thoughtful and prompt completion of trimester reflections & surveys, participation & collaboration with faculty and staff.

**SUPERVISION** | Prompt arrival and active supervision for all scheduled classes, duties, & transitions during the school day throughout the building.

**OFFICE SPACE & STEWARDSHIP** | Creation and maintenance of a clean, organized, inviting, and beautiful office, making best use of available resources. Proper care of school resources.

**PROFESSIONAL DEVELOPMENT** | Attendance and participation at all staff meetings and Professional Development days as communicated by the Principal.

**STAFF GATHERINGS** | Presence at all-staff gatherings when possible, like opening retreat, seasonal parties, etc.

**CLASSROOM SPACE & STEWARDSHIP** | Proper care of the school and its resources.

**SCHOOL EVENTS & TRADITIONS** | Active participation in, support for, and preparation for (& student preparation for) school events and traditions, i.e., Award Ceremonies, Weekly School Masses, Celebration of Learning Night, Peace Day, the Los Posadas, etc., as well as some mandatory school events during the year that occur outside of regular contract hours.

**SCHOOL POLICIES** | Support for and enforcement of all school policies laid out in the handbook, i.e., uniform, tardy policy, attendance, appropriate student behavior, etc.

**DISCIPLINE** | Adherence to shared and commonly established level discipline policies, and follow-through in their proper enforcement, including consistent use of Class Dojo to track behavior.

**TECHNOLOGY** | Proper care for, use of, and accounting of technology, including monitoring students' use, enforcing proper handling of technology, keeping technology clean and functional, daily storage of technology securely, and vigilance regarding damaged or missing technology.