

Position Announcement Vice President of Advancement

The Institution

Founded in 1841, Fordham Prep is a Jesuit, all-male, Catholic, college preparatory school located on the Rose Hill Bronx campus of Fordham University in New York City. With approximately 950 students enrolled in grades 9-12, Fordham Prep draws young men of diverse backgrounds from throughout the boroughs of New York City and its surrounding suburbs.

Fordham Prep's mission is to inspire young men to reflect, to question, to learn, to pray, to love, to serve, and to lead. Its challenging curriculum and pursuit of human and academic excellence is based on a foundation of Catholic faith and principles. The school seeks to be one community created from a broad spectrum of ethnic, racial, geographic, and socio-economic backgrounds. It strives to include qualified students of limited financial resources by providing substantial financial assistance. Its faculty and staff dedicate themselves to a caring and dynamic interaction with students both inside and outside the classroom, a characteristic of Jesuit education for over 450 years. It educates its students to be men for others: spiritually motivated, intellectually accomplished and committed to promoting justice.

Fordham Prep's alumni—approximately 10,000 strong—excel in varied professional fields and many have assumed leadership positions in the arts, commerce, law, medicine, government and military service, education, non-profit organizations and ministry throughout the world.

Philanthropy at Fordham Prep

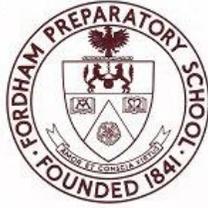
Benefactors of Fordham Prep ensure the success of the mission. On an annual basis, Fordham Prep enjoys approximately \$5 million in charitable support from over 3,000 donors. Gifts are used to support financial aid scholarships for tuition for families of demonstrated need who could otherwise not afford a Catholic Jesuit secondary education, as well as for school operations and major capital projects to allow the school to pursue excellence and continuous improvement in all areas.

Concept of Position and Basic Function

Fordham Prep seeks a dynamic, experienced professional to serve as its Vice President of Advancement. The Position reports directly to the President.

The ideal candidate is an experienced professional with a proven track record of increasingly responsible positions and measurable accomplishments in development and marketing/communications

Leveraging Fordham Prep's brand and value proposition, the Advancement Office is charged with attracting the necessary philanthropic resources to support the ongoing mission of Fordham Prep. This is done through engaging diverse constituencies (i.e., alumni, current and past parents, friends of the school, community stakeholders and leaders, student prospects and their parents) in an organized and



systematic manner; utilizing technological solutions to collect, organize, manage and segment data about its constituencies in order to ensure that the school's communications, marketing, engagement, recruitment and solicitation efforts are of the highest strategic quality.

The Vice President of Advancement will lead a comprehensive program of annual, major and planned giving, prospect research and stewardship, and strategic communications and marketing to provide the resources and brand management necessary to advance the mission of Fordham Prep. This position will supervise the current staff and build the team through additional hires as the office matures. Finally, he or she will collaborate closely with colleagues in the admissions office and throughout the school to align, integrate and communicate key messages and engagement strategies and ensure the flow of parent and student data from prospective candidate to alumnus.

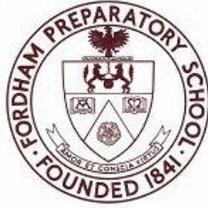
Responsibilities include:

- Lead an ongoing annual, major and planned gift program to secure the ongoing funding necessary to sustain the mission;
- Use various screening, rating and prospect research methods to qualify constituencies and build meaningful engagement processes;
- Implement a prospect management system to coordinate the cultivation and solicitation of distinct segments;
- Develop an integrated marketing strategy across all digital and print platforms; building and understanding of and support for the school's mission while promoting its brand through engagement of all constituencies—i.e., alumni, donors, prospects, current and past parents, friends, community stakeholders, student prospects and their parents.
- Build, coach and support a team of sufficient experience and competence to successfully execute the mission of the Advancement Office;

Core Responsibilities

Support and enhance the process by which a steady source of donor prospects are identified, researched and qualified for the appropriate level of engagement, cultivation and solicitation. Oversee the annual segmentation of the database to ensure that capital, annual and special gift solicitations are organized and executed according to strategic goals.

- Identify and manage the engagement and cultivation of leadership prospects for annual and special gifts to support the school's operations.
- Maintain, cultivate and build relationships with high net-worth donors and prospective donors through strong interpersonal communication which engages their interest in the school, its mission, its strategic positioning and their capacity to strengthen the mission through charitable giving to fund annual operations, endowment and capital projects.
- Work closely with the President to define how key strategic messages will be integrated and delivered to diverse constituencies to increase their understanding of and engagement with



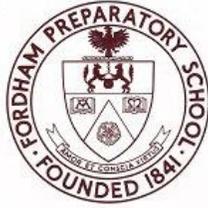
Fordham Prep's value proposition, brand, mission and identity. Develop feedback mechanisms to measure the impact of Fordham Prep's communications and marketing efforts.

- In support of the school's strategic priorities, prepare and refresh annually a three year operational plan for the Advancement Office. Delineate timetables, strategies and budgets for accomplishing goals and objectives.
- Conduct an annual assessment of programs and achievements. In conjunction with the President and his leadership team, establish donor/dollar goals and objectives of sufficient proportion to challenge constituents and advance the fundraising levels.
- Recommend the annual expense budget for the Advancement Office and monitor cost-effectiveness as the fiscal year unfolds.
- Update and ensure the accuracy of data for the fundraising revenue dashboard which measures weekly progress toward goals.
- Review and revise policy guidelines including gift acceptance, processing and accounting, donor recognition and stewardship.
- Develop a master calendar of meaningful engagement activities and events across constituencies, ensuring that proper planning, preparation and follow up all align with the strategic goals of the office.
- Direct an annual review process for each member of the advancement office team to evaluate job performance, set objectives for improvement and annual goals. Maximize the team's effectiveness building on strengths and defining a path for correcting weaknesses.
- Develop a strong bond for Fordham Prep, thoroughly understanding its history, distinct mission and culture, operations, base of support and the opportunities therein.
- Build a vibrant relationship with the President and the members of his leadership team, gaining their trust and confidence; provide them with timely advice and counsel in all engagement, communications and public relations matters.
- Serve as a chief advocate and champion for Fordham Prep internally and externally, promoting engagement as a unifying force at the school; generate a broad awareness of the critical nature of fundraising and student recruitment, and a commitment to its success.

Competencies and Qualifications

In considering candidates for this position, we believe that the following competencies and personal qualities will be important in the new Vice President of Advancement:

- A strong and capable leader who understands and articulates the value proposition of Jesuit education and its mission, and its specific embodiment at Fordham Prep;
- Strong personal alignment with the mission, identity and values of Catholic Jesuit education;
- Proven success in achieving results, particularly with soliciting and closing major and annual gifts;



- A skilled executive who artfully manages multiple priorities while delegating and empowering others, developing a strong Advancement team and shared vision for the program;
- An articulate communicator verbally and in writing who can effectively establish rapport with diverse constituencies; who understands the strategic use of communications across all channels;
- A self-confident professional with a sense of humor and mature perspective who encourages transparent communication and seeks a truly collaborative relationship with colleagues;
- Demonstrated ability to collaborate and develop lasting strategic partnerships both internally and externally; the ability to see the “big picture” and acknowledge and affirm jobs well done by the entire team
- A person of integrity, loyalty and a capacity for work, perseverance and resiliency;
- Strong interpersonal skills and demonstrated ability to work with diverse constituencies, particularly benefactors and prospects of affluence and influence;
- The ability to plan, set goals, organize and follow through to completion;
- Knowledgeable about contemporary trends in development and marketing theory and practice;
- Strong financial competence in budgeting and goal setting;
- A working knowledge of donor database programs, preferably Raiser’s Edge (Blackbaud) and Microsoft Office suite.

Requirements and Application Process

Compensation is commensurate with experience. Comprehensive benefits are included in the overall compensation package.

Interested candidates should email resume and cover letter to Darlene Milone, miloned@fordhamprep.org.

Application Deadline: August 15, 2014