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| DEAN OF ADVANCEMENT - JOB DESCRIPTION | |
| **Position/Title**: Dean of Advancement | **Department/Location:** Boylan Central Catholic High School, Rockford, IL |
| **Reports to:** Head of School | **Date:** February 19, 2025 |
| **FLSA Status**: Exempt | **Position Type:**Full Time/12 Months **Expected Hours Per Week:**Regular High School schedule, 40 hours per week plus some evening and weekend hours required for school-related events. |
| **Pay Information:**Salaried Position   **Pay Range:**$70,000 to $90,000 per year; commensurate with years of experience and education level. **Benefits:**Health Insurance, Pension, Vacation, Sick and Personal Days, Holidays, 403(b) Retirement Plan, Paid Personal Time Off | **Application Period:**   February 19, 2025, until filled. To apply, please click the “Apply Now” button in this position posting and complete the application in full. |

 

**GENERAL SUMMARY OF THE POSITION**

The **Dean of Advancement**is a full-time ministerial position located at**Boylan Central Catholic High School** in Rockford. The Dean of Advancement provides strategic leadership in the areas of institutional advancement, enrollment management, development, communications, and marketing to ensure Boylan Central Catholic High School’s long-term sustainability and mission fulfillment. The Dean oversees fundraising, alumni relations, donor stewardship, and enrollment strategies, working in alignment with the National Standards and Benchmarks for Effective Catholic Elementary and Secondary Schools (NSBECS) to ensure operational vitality in key areas.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

1.Institutional Advancement & Development (NSBECS Standard 13.3)

* Develop and implement a comprehensive advancement plan to identify, cultivate, solicit, and steward donors at all levels, ensuring sustainable financial growth.
* Lead major fundraising initiatives, including the annual fund, capital campaigns, planned giving, and endowment/foundation growth.
* Oversee alumni engagement efforts, creating opportunities for meaningful involvement and philanthropic support.
* Partner with the Business Office to ensure accurate financial reporting and tracking of philanthropic revenue.
* Identify and apply for grant opportunities to support school operations and special projects.
* Serve as the primary liaison to the Advancement Committee of the Board of Advisers.

2.Enrollment Management & Retention (NSBECS Standard 13.2)

* Oversee and execute a strategic enrollment management plan, including recruitment and retention initiatives, to ensure optimal student enrollment.
* Analyze demographic, financial, and retention data to inform enrollment strategies and tuition policies.
* Develop partnerships with parishes, feeder schools, and community organizations to strengthen the Catholic school pipeline.
* Implement tuition assistance and scholarship programs, ensuring equitable access for families.
* Lead a customer service-oriented approach within the admissions and advancement offices to enhance the prospective family experience.

3.Communications & Marketing (NSBECS Standard 13.1)

* Direct brand management, marketing, and public relations efforts to effectively promote Boylan’s mission, values, and academic excellence.
* Oversee school-wide communication strategies, ensuring consistency in messaging across digital, print, and social media platforms.
* Implement data-driven marketing strategies to enhance enrollment, donor engagement, and community outreach.
* Supervise the production of promotional materials, newsletters, press releases, and website content.
* Collaborate with local media, parishes, and community organizations to increase Boylan’s visibility.

4.Financial Stewardship & Strategic Planning (NSBECS Standards 10.1 - 10.8)

* Participate in long-range financial planning in collaboration with the Head of School and Business Manager, ensuring a sustainable revenue model.

* Provide transparent communication to stakeholders about the total cost per child, financial aid resources, and fundraising priorities.
* Ensure that all financial activities adhere to ethical fundraising best practices and diocesan policies.
* Engage in board development and volunteer leadership, cultivating active involvement from community leaders and alumni.

5.Advancement Office Leadership & Team Development (NSBECS Standard 11.2)

* Supervise advancement team staff, ensuring professional development, accountability, and goal-setting.
* Foster a culture of philanthropy within the school community through faculty, student, and parent engagement in advancement efforts.
* Work collaboratively with academic, student life, and athletic departments to align fundraising and marketing efforts with school priorities.
* Utilize donor management software to maintain accurate records, prospect tracking, and donor engagement metrics.

**POSITION REQUIREMENTS**

Qualifications:

* Practicing Catholic in good standing, committed to the mission of Catholic education.
* Master's degree required; preferred in Business Administration, Marketing, Communications, Philanthropy, or a related field.
* Minimum of three years of leadership experience in Catholic education institutional advancement, enrollment management, development, or marketing.
* Proven success in fundraising, major gifts cultivation, and donor stewardship.
* Strong strategic thinking, interpersonal, and relationship-building skills.
* Proficiency with donor management software, CRM platforms, social media marketing, and financial analysis tools.
* Knowledge of the National Standards and Benchmarks for Effective Catholic Schools, Second Edition. (NSBECS).