



Position Opening: Director of Development & Marketing

Position Summary

The Director of Development & Marketing works closely with the Head of School and the Board of Trustees to provide leadership for the development program as it builds a strong culture of philanthropy throughout the school and local community. The Director of Development & Marketing designs and implements programs that strengthen engagement and maximize philanthropic support for the School. The Director also oversees the School's marketing and communications strategy, collaborating closely with the Director of Admissions and Marketing & Development Associate on initiatives that strengthen enrollment, community engagement, and institutional visibility. This position is part of the senior management team of the school.

Position Details

This is a full-time, 12-month position maintaining a presence on campus from 8:00 am – 4:00 pm Monday through Friday. Some evening and weekend commitments are included in the School's academic program, in addition to select engagement and development events. This position supervises the Marketing & Development Associate, a benefits-eligible 32-hour-per-week staff position.

Essential Duties and Responsibilities - Development

The Director of Development & Marketing will:

- Develop and implement a comprehensive advancement plan that grows annual and long-term philanthropic support while fostering a culture of generosity and gratitude across all constituencies.
- Oversee all aspects of the development program, including leading the annual giving campaign and the primary fundraising event, the school's annual Gala & Auction, as well as engagement events like parent socials, Grand-Friends Day, and recognition events.
- Identify and lead major gift solicitation for all campaigns, including any capital campaigns, corporate and foundation proposals, and planned giving, as applicable.
- Maintain accurate donor records, gift tracking, and donor stewardship reports through the School's fundraising database.
- Collaborate with Head of School and the Director of Finance and Operations to create and manage the Development Office Budget and to set fundraising targets.
- Manage donor stewardship and recognition efforts, including the School's annual report and related publications.
- Provide strategic oversight for volunteer engagement efforts and serve as primary liaison to the Parent Association.
- Collaborate with the Development Committee of the Board of Trustees to further the School's Mission by achieving fundraising, friend-raising, and community relations goals.



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- Nurture and maintain a highly collaborative relationship with the Head of School, the Board Chair, and individual Trustees, supporting them in all their fundraising responsibilities, and accompanying them on donor visits when appropriate.
 - Partner with the Director of Admissions to maintain strong alumni connections and create communications and/or events to engage alumni with St. Martin's.
 - Help create and manage a calendar of events and communications that supports the School's fundraising efforts while flowing logically with Admissions and other School calendars.
 - Supervise the Marketing & Development Associate.
 - Other duties as assigned by the Head of School

Essential Duties and Responsibilities – Marketing & Communications

The Director of Development & Marketing will:

- Partner strategically with the Director of Admissions to develop an annual marketing and advertising plan supporting enrollment and retention goals. This includes all print and digital advertising and direct mail, as well as any branding initiatives.
- Supervise the Marketing & Development Associate in implementation of the marketing and advertising plan.
- Develop the communications plan for the year to strengthen the school's brand within the existing parent community and to expand and enhance the school's visibility and reputation in the community. This includes the creation of Head of School messages, other school-wide announcements, and pitched stories for public relations.
- Collaborate with Head of School, the Director of Finance and Operations, and the Director of Admissions to create and manage the Marketing and Advertising Budget.
- Oversee ongoing website development and content.
- Serve as a member of the Social Media and Communications Team to optimize and strengthen social media usage through engaging posts which creatively market the school to internal and external audiences.
- Collaborate with the Director of Admissions on new family recruitment and retention strategies.
- Manage the school brand, including developing and maintaining editorial and graphic standards.
- Oversee the production and distribution of print and electronic communications, including editing the weekly Mustang Blast e-newsletter.

Qualifications

- Bachelor's degree required; advanced degree preferred, ideally in communications, marketing, nonprofit management, education, or a related field
- Certified Fund Raising Executive (CFRE) credential preferred



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- Minimum five years of progressively responsible experience in development, fundraising, marketing, communications, or advancement leadership, preferably in an independent school
 - Proven success in donor cultivation, direct solicitation, and closing charitable gifts, as well as in event fundraising
 - Excellent verbal, written and interpersonal communication skills
 - Experience managing print, digital, web, and social media communications
 - Understanding of independent school and/or non-profit organizations
 - Strong interpersonal skills and ability to work with all the School's constituents while maintaining strict confidentiality
 - Demonstrated ability to build strong relationships across a diverse school community
 - Experience working with and motivating volunteers and staff members
 - Strategic thinker who can contribute to a school-wide team charged with supporting the School's long-term goals
 - Exceptional attention to detail and accuracy
 - Knowledge of donor database and event software (e.g., Facts Giving, Greater Giving, Raiser's Edge, Veracross, Donor Perfect, or similar software)
 - Proficiency with Microsoft Office Suite (Word, Excel, PowerPoint, Outlook) required
 - Proficiency with Canva, WordPress, and Google Suite preferred
 - Familiarity with the Severna Park/Annapolis community preferred

Physical Demands:

The position requires the ability to perform various physical tasks, including walking, climbing stairs, running, standing, bending, reaching, and the ability to lift up to 50 lbs. Candidates must be able to actively participate in all activities related to the role.

How to Apply:

Interested candidates should submit a cover letter, resume, and three professional references to Head of School, Dr. Tracy Bonday (tbonday@stmartinsmd.org). For more information about St. Martin's -in-the-Field Episcopal School and our programs, please visit <https://stmartinsmd.org/>.

Compensation:

Compensation aligns with AIMS medians for comparable schools. We offer a full range of benefits including health, dental, and vision, 403b, paid time off plus school holidays. Salary range is \$70,000-\$78,000.

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More About St. Martin's

Mission Statement: We seek to inspire in students a love of inquiry, sustaining faith, and a generous spirit open to ideas, peoples of the world, and a call to service. At our Episcopal school, students discover who they are as learners, leaders, and friends. We create a welcoming community encouraging each individual to grow in **Confidence, Compassion and Character**, grounded in the knowledge that each is a child of God.

Statement of Inclusion: We seek to embrace and promote diversity among our students, faculty, administration and trustees. Our learning community recognizes and respects the diversity of modern society; we provide our students with opportunities to gain exposure to a multicultural curriculum that celebrates individual differences. All students are considered without regard to gender, race, sexual orientation, religion, and national or ethnic origin.

Employment Philosophy: St. Martin's-in-the-Field Episcopal School is an equal opportunity employer. The school does not discriminate on the basis of race, national or ethnic origin, religion, gender, disability, or sexual orientation in the administration of its education programs, admission policies, employment practices, financial aid programs, or any other school programs or activities. St. Martin's is committed to an equitable program and a diverse faculty and student body. We actively seek candidates from diverse backgrounds.

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