



Making a world of difference

ISS Administrative Searches is pleased to announce...

## **American School of Dubai**

*Dubai, United Arab Emirates*

## **Seeks Director of Advancement**

**Application Deadline:**

**Tuesday, April 17, 2018**

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## **Director of Advancement**

The American School of Dubai (ASD) is a college-preparatory, Pre-K through grade 12, independent, not-for-profit American community school. ASD offers what is best about American education to provide learning experiences designed to promote the maximum potential of its students. Founded in 1966, ASD currently enrolls over 1,800 students with a 10:1 student-faculty ratio, represented by over 60 nationalities.

### **Our Mission Statement**

We challenge and inspire each student to achieve their dreams and to become a passionate learner prepared to adapt and contribute in a rapidly changing world.

### **Our Campus**

The school is located in Dubai, the global business and cultural hub of the United Arab Emirates (UAE). The UAE is a federation of seven emirates in the southeast of the Arabian Peninsula.

The ASD campus is a 23 acre, million square foot, wireless, state-of-the-art facility in a residential areas of Dubai. The campus includes 100 classrooms, two libraries, a 630 seat performing arts theatre, black box theatre, field house, indoor and outdoor running tracks, climbing wall, regulation soccer fields, additional playing fields and play areas, fitness center, two 25-meter swimming pools, six tennis courts and two cafeterias. The facilities provide for band and choir, offer five art studios and four science and computer labs. The ASD campus is known for its inviting and welcoming learning environment.

### **Position Summary**

The Director of Advancement will provide strategic management and leadership in the areas of Advancement and Communications aligned with and advancing the school's mission and strategic priorities.

He/she will set strategic priorities for the school's fundraising programs, gift and giving campaigns, the annual funds and related policy and grant writing related to those programs. Additionally, the Director of Advancement will be responsible for planning and overseeing special events, alumni relations as well as the school's internal and external institutional communications.

The Director of Advancement works under the supervision of the Superintendent and collaborates with Board Development Committee members and serves as a member of the senior Administrative Team (Core Cabinet).

The primary areas of responsibility include:

**Development Fundraising:** Further develop the school's development fundraising programs.

- Establish Board-approved alternate streams of revenue to enhance the mission and strategic initiatives of the school, utilizing "best practices" in Development
- Develop annual fundraising goals and plans in collaboration with the Superintendent and Board Development Committee members
- Create an online advancement presence as well as giving mechanisms

- Liaise with the Friends of the American School of Dubai (FASD), a US 501(c)(3) nonprofit and serve on the FASD Board of Directors as a non-voting member
- Communicate the plans and goals to all key stakeholders
- Plan and implement an effective Annual Giving Program, building awareness and a culture of institutional giving among all key stakeholders
- Plan and facilitate all key fundraising events, including the annual gala and auction as well as student-focused events
- Identify, network and develop relations with and strategies for attracting and retaining potential major donors
- Cultivate relations with the school's top individual and corporate donors
- Provide support for the school's parent organization's fundraising events and programs. This includes the Parent Teacher Student Association, Booster and CAST.

**Communications:** Addressing the needs of the school's worldwide community through the management of its print and digital publications to ensure that ASD's communication with its internal and external constituencies is consistent, accurate, informative, inclusive and creative.

- Develop and maintain ASD's publication identity standards and style guide to include consistency in the school's branding
- Manage, develop and evaluate an effective communications calendar across all platforms including publications, social media, websites and newsletters to serve constituent needs, both print and digital
- Establish a uniform publication program that gives ASD a distinctive voice and effectively communicates news of school life, academic and administrative objectives, alumni/student accomplishments, and the school's strategic planning and improvement initiatives
- Work with administrative colleagues and others to plan, develop and execute the marketing of ASD as it relates to enrollment management.

**Alumni Relations:** Further develop an alumni relations program that engages and connects as many alumni as possible in the life of the school.

- Grow, develop and improve a broad-based constituent Advancement database for the purpose of engaging, cultivating, soliciting and stewarding constituents
- Develop and maintain communication platforms to engage alumni regarding events, activities and developments of their alma mater
- Develop and facilitate an Alumni Council with local and global volunteers to help develop the strategies and programs for reconnecting the school's international community to ASD
- Establish local alumni programs to include former students as well as alumni parents
- Create and implement programs and events with the High School 11<sup>th</sup> and 12<sup>th</sup> graders that encourage continued involvement with ASD after graduation
- Integrate alumni talent and expertise into the School's curricular, communications and recognition programs
- Establish a climate whereby alumni can be proud ambassadors of their alma mater in the global community.

### **Required Qualifications**

- University degree in Marketing, Communications, Business Administration or a related field
- A minimum of five years prior experience as an Advancement professional
- Demonstrated success in soliciting major gifts, communications, constituent relations and marketing in an international environment
- Excellent written and oral communications skills
- Excellent interpersonal skills
- Excellent organizational skills
- Demonstrated ability to work independently
- Strong database and information technology skills
- Ability to work collaboratively and provide dynamic leadership to Development, Communications, Alumni Relations and Community Relations

- Experience with leading and managing volunteers
- Committed to ongoing professional development.

**Preferred Qualifications for the position**

- A graduate degree in a related field
- Certified Fundraising Executive status (CFRE)
- Prior experience working in a private, independent PK-12 School
- Prior experience in an educational institution
- Experience in an overseas setting.

**Salary and Benefits**

Salary is highly competitive and will be dependent upon the qualifications and experience of the successful candidate. Benefits include housing, health insurance, life insurance, home leave, shipping-in and shipping-out allowances, retirement contributions and ongoing professional development opportunities.

Interested candidates are encouraged to apply via the ASD website, [www.asdubai.org](http://www.asdubai.org).

**Deadline date to receive applications: 17 April 2018**



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ISS Administrative Searches is proud to assist American School of Dubai with their search for a Director of Advancement.

### **Application Instructions:**

Interested candidates are encouraged to apply via the ASD website, [www.asdubai.org](http://www.asdubai.org).

**Deadline date to receive applications: April 17, 2018**

*All application materials should be sent to the school as directed, not to ISS.  
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