

Leadership Posting

Head of Development The American School of Barcelona *Barcelona, Spain*

Application Deadline: November 30, 2019

Start Date: 2019-20 School Year



THE AMERICAN SCHOOL OF BARCELONA JOB POSTING

<u>Position:</u>	Head of Development
<u>Department:</u>	Administration
<u>Reports to:</u>	Assistant Director
<u>Supervises:</u>	Head of Communications and External Relations
<u>Interfaces With:</u>	Leadership Team, Staff, Community Organizations, ASB Parent groups, and Head of Admissions
<u>Job Classification:</u>	School Administration
<u>Status:</u>	Full Time

Position Summary:

The American School of Barcelona is looking to hire the position of Head of Development for the 2019-20 school year. In this position, the Head of Development is responsible for:

- Building strong community relationships between new and existing parents, alumni, staff and local community members
- The planning and implementation of a fundraising strategy, internal and external to ASB community
- Strategic marketing to develop both short term and long term marketing plans

Duties and Responsibilities:

The Head of Development will work directly under the Assistant Director and will supervise the Head of Communications and External Relations. In this role, he/she will work in close relation with the Head of Admissions as well as the Senior Leadership Team to lead community relations, fundraising and marketing as described below:



Community Relations

- Establish and build relationships with a wide range of new and long term existing community members
- Liaison with the Parent Association (PA) and the Leadership Team and involve them in the organization of community events.
- Arrange meetings, staffing committees and ensuring strong and productive relationships between PA, alumni, and existing community members and the academic and administrative leadership team.
- Assist the Head of Community Service & Activities to promote local community service and service learning opportunities.
- Work with the Sports and Performing Arts Directors to promote both community (student, staff and parent) participation at events.
- Developing a dynamic Alumni Association by;
 - ❖ Collaborating with Admissions, High School Counselors' Office, Head of Communications, Head of Community Service & Activities, and Senior Leadership Team to create and maintain an Alumni Association.
 - ❖ Maintaining regular communication with alumni via direct contact, email blasts, alumni web pages, social media and print publications
 - ❖ Educating graduating seniors about alumni benefits and engage them in programs manage existing and/or additional alumni programs, services and communications
 - ❖ Creating and manage accurate and complete alumni database records; capture contact, biographical and career information of alumni via surveys, projects (e.g. alumni directory), correspondence, website, social media, - locally, regionally and internationally
 - ❖ Supervising and provide guidance to alumni volunteers
 - ❖ Securing commitments from alumni to provide professional expertise to ASB students
 - ❖ Including Alumni "stories" in ASB publications (internal and external)



Fundraising and Development

- Develop and oversee our strategy for development and fundraising campaigns.
- To foster a culture of giving to potential and current donors, parents, alumni and staff with targeted communication; preparing marketing materials, and events .
- Cultivating targeted sponsorships for ASB activities and events.
- Identify prospective individual and corporate donors and develop strategies to cultivate those relationships
- Maintain ongoing communications with private and corporate donors
- To maintain accurate fundraising records including accounts and lists of donors
- To manage the fundraising budget with support from the Financial Manager.
- To gather the views of parents and staff and involve them in fund raising activities
- To maintain relationships and maximise all opportunities with current and prospective supporters.
- To develop and meticulously organise a range of fundraising opportunities and events distributed throughout the year.
- To thoroughly research and appropriately approach companies for gifts in kind and events sponsorship.
- To attend meetings with potential donors as appropriate and to deliver presentations and proposals to a high standard to secure funding.
- To contribute to the fundraising section of the website, ensuring it is relevant, up to date, informative and attractive to potential and current supporters.
- To devise, implement and manage a comprehensive ongoing donor care programme.

Marketing (in conjunction with the Head of Communications and External Relations)

- Develop both a short and long term marketing plan to advance the mission and vision of the school to both local and international families
- Foster relationships with entities that promote international education
- Promote ASB student, staff and alumni accomplishments both internal and external to the ASB community
- Manage and create marketing publications in various media forms (digital, print, other)
- Collect and analyze data for marketing purposes



Knowledge & Skills:

- A driven community organizer and self starter with excellent social networking skills
- Strong organizational, writing, planning and computer skills to facilitate database management, communication and event planning
- Experience in marketing, preparing publications, newsletters, emails and other forms of communication
- Experience in Development and fundraising campaigns
- Experience in administering social networks to maintain a strong ASB presence in those areas
- Demonstrated accomplishment in fostering productive relationships with volunteers and developing volunteer leadership.
- Preference for someone with supervision, leadership, and experience in managing a team
- Ability to work with sensitive and confidential information.

Qualifications:

- Experience working in educational institutions in marketing, development, and/or alumni/community associations
- Experience with volunteer organizations or non profits
- Strong database management and analysis skills
- Project management and attention to detail
- Spanish fluency (preferred)
- A Masters degree in education, marketing, communications or a related field is preferred.

Candidates interested in applying for the position should submit their resume [here](#) by November 30th, 2019.



About The American School of Barcelona

The American School of Barcelona (ASB) is an international, private, non-profit, coeducational day school serving students from 3-18 years old in the greater Barcelona metropolitan area since 1962. ASB offers a university preparatory curriculum which provides its graduates access to American, Spanish and international universities. ASB:

- is accredited by the *Middle States Association of Colleges and Schools* and the *International Baccalaureate Organization (IBO)*
- is recognized in Spain as a *Centro Extranjero* (foreign school) by the *Generalitat de Catalunya* and the *Spanish Ministry of Education*
- receives a grant from the *US Department of State's Office of Overseas Schools*
- belongs to the *Mediterranean Association of International Schools (MAIS)* and *European Council of International Schools (ECIS)* regional associations
- participates in the *European Sports Conference (ESC)*, a regional sports league made up of schools from around the region
- leads the *Barcelona International School Association (BISA)* and has close ties with other international schools in Spain

Mission

Our mission is to empower pre-school through 12th grade students to become global citizens with the critical thinking skills and self-confidence to maximize their potential.

Vision

The American School of Barcelona seeks to continuously improve through innovation. Our aim is to be recognized as the leading international school in Europe, empowering students to lead with integrity, to open minds, and to transform the world.

ASB Core Values

Caring, Student centered, Innovative, Rigorous, Resilient



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Instructions

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