

## Leadership Search



AMERICAN  
SCHOOL  
OF PARIS



**Advancement Director**  
**American School of Paris**  
*Paris, France*

Application Deadline: January 31, 2023  
Start Date: August 2023

ISS is pleased to conduct this full search.

Learn more about how ISS works with search committees around the globe to fill leadership positions.

[www.iss.edu/services/administrative-recruitment](http://www.iss.edu/services/administrative-recruitment)

## Desired Qualities and Qualifications

Reporting to the Head of School, the Advancement Director provides strategic and operational leadership for an integrated program of admissions, alumni relations, communications, community relations, corporate and external affairs development, enrollment management, and marketing. The Director builds and maintains internal and external relationships and aligns personnel and resources to drive revenue through enrollment and philanthropy. The Director is the school's Chief Revenue Officer with direct responsibility for major gifts and capital campaign fundraising. The Director works closely with the Head of School, the Board of Trustees, fellow administrators, colleagues, school volunteers, and external partners to ensure that ASP has the revenue needed to achieve the school's mission.

Leading a team of highly competent, motivated professionals, the Director will ensure that the messaging, branding, and marketing compellingly communicate the school's mission and unique value proposition.

## Qualifications and Experience

- BA (advanced degree preferred) in Finance, Business, or Marketing.
- Minimum 8 years of experience in a similar role in an educational institution or non-profit organization.
- Demonstrated track record of leadership that is entrepreneurial, flexible, and collaborative resulting in a high-performing, motivated team.
- Demonstrated ability to fundraise substantially and manage the full range of development functions, from annual funds to capital campaigns.
- Excellent analytical and organizational skills and competence with relevant technology, tools, and platforms.
- Superior verbal and written communication skills, especially regarding communicating complex financial, quantitative, and qualitative data succinctly and persuasively.
- Outstanding cultural awareness and interpersonal skills, ability to build rapport with multiple stakeholders, including Trustees, Parents, corporate partners, and alumni.
- Fluency in French is a considerable advantage.

## Approach and Attitude

An entrepreneurial spirit and a positive outlook. A strategic thinker. A person who is energetic, self-motivated, and resilient, who cares about people, our planet, and the positive impact of a world-class international education.

## Responsibilities

- Provide strategic direction and support to the Head of School, Board of Trustees, and ASP Foundation Board for all advancement-related activities.
- Form deep and productive relationships with the Director of Admissions, Director of Enrollment Management, Communications, and Community Relations, and the Director of Finance to ensure the work of these departments is aligned and integrated into the overall mission and objectives for advancement.
- Manage a wide range of internal and external stakeholder relationships to develop mutually beneficial outcomes.
- Prepare and monitor the annual budget for advancement.
- Support the Board Advancement Committee by providing clear and useful information, eliciting advice, and promoting useful engagement and discussion.
- Be an active member of the school's Administrative Team, contributing to the smooth running of the school and its continued development as a world-class establishment.
- Meaningfully engage with the substantial network of ASP alumni to build connections with and contributions to the school.
- Oversee the admissions and enrollment management processes to ensure a robust pipeline of students is maintained and all families have a positive and affirming experience.
- Oversee the communications and marketing strategy
- Develop relevant internal and market research, as well as business intelligence, to support continued enrollment growth and continuous improvement of the ASP experience for all.
- Engage the entire community in supporting philanthropic and marketing-oriented activities.

## Salary & Benefits

The salary and benefits package is competitive and will be commensurate with the qualifications and experience of the successful candidate.

**Application instructions are found on the final page of this announcement**





## The School

The American School of Paris was founded in 1946 to educate children of American diplomats and professional expatriates arriving in Paris in the years just after WWII. The school moved to its current location in Saint-Cloud in 1967 to provide for growing enrollment and increased resources. Enrolling a largely American student body in its formative years, ASP today welcomes families from many nationalities, including a growing number of host-country students. In 2011, ASP successfully acquired formal ownership of its campus and subsequently embarked upon an extensive master-building plan. In 2018 the school inaugurated a marvelous new Upper School building, a new Lower School cafeteria/function space, a renovated the Lower School wing, an Arts Link (which houses fine arts, music, and a black box theater), and the Middle School STEAM/Innovation Lab, maker spaces, and new classrooms.

The American School of Paris is a leader in the international school community in teaching and learning. ASP's academic standards are well established within a nurturing, familial environment in which students are challenged to succeed personally as well as academically and supported as individual learners. A founding school of the International Baccalaureate (IB), ASP has provided Upper School students the opportunity to earn the IB Diploma for more than three decades. The school also offers the Bilingual IB Diploma. In addition, ASP is one of few schools in Europe to offer Advanced Placement (AP) courses alongside the IB Diploma Program, providing a uniquely diversified and personalized educational experience. ASP thus offers a broad academic program that focuses on the individual student's interests and needs, while at the same time instilling the most essential qualities of global citizenship, namely cultural awareness and inclusion, multilingual communication skills, and a commitment to environmental stewardship and serving communities in need.

## Mission

The American School of Paris is a vibrant, family-oriented community. Our mission is to inspire and prepare every student to achieve personal and academic excellence as an engaged global citizen, by providing a challenging, innovative program within a compassionate environment.

## Accreditation

The American of Paris is accredited by the Council of International Schools, The Middle States Association of Colleges and Schools, and the International Baccalaureate.

## Governance

ASP's Board of Trustees is responsible for the long-term viability of the school, financial oversight, and governance. The Board works closely with the Head of School to advance ASP's strategic vision and to help ensure that the school best serves the needs of the community while fulfilling the mission of preparing students for personal and academic success. The Board members are current parents, past parents, and alumni who have a wide variety of professional experiences.



## Curriculum

ASP provides an American curriculum with an international perspective. The American approach to education instills in students' confidence, positivity, and a 'can do' attitude. Through an inquiry-based and student-centered approach, the curriculum and pedagogical approach inspires students to critically explore a wide range of topics, lead their learning pathways, ask great questions, and to learn from their mistakes. This holistic approach enables them to achieve academic and personal excellence resulting in access to the best colleagues and universities in the world. In addition to critical-thinking skills and abstract reasoning, students at ASP also hone 'soft' skills including collaboration, leadership, intercultural competency, and self-management, skills necessary for success in the classroom and beyond.

## Academic Calendar

The school year is from the end of August to mid-June.





## The Academic Program

### Lower School

Early childhood (K3-Gr1) is where curiosity is nurtured, and the love of learning is established. Outdoor education and play-based learning are central approaches that inspire young explorers, readers and writers, mathematicians, artists, and athletes. Early childhood is a time of discovery about the wonders of the world and learning how to participate in compassionate collaborative communities. Building on this in later grades, students engage in challenging units of study including cross-disciplinary and project-based learning. Students also begin to learn about the French culture and language.



### Middle School

The Middle School curriculum is designed to meet the standards established by the most demanding state and professional organizations in the United States, but also to maintain engagement and motivation of students during this important phase in their lives. Their eagerness to question and challenge is harnessed to encourage debate and positive action. Students are given real problems to solve and increasingly greater responsibility for their learning. A wide range of electives is offered to enable students to discover new passions and follow existing interests.

## Upper School

Students can choose from more course choices in the Upper School than in any other high school in the Paris area: IB, AP, mix IB/AP, and standard college preparatory classes. This allows them to create the pathway best suited for them to excel. Passionate and expert teachers guide students through these challenging courses, and they are supplemented by an amazing range of field trips and experiences that provide context and meaning. In addition, students are encouraged to participate in the wide variety of clubs on offer or to start their own.



## Learning Support

Learning is a personalized experience at ASP. All learners, including students who do not speak English as their first language or who need extra support inside and outside of the classroom, are offered support. Experts are there to guide each child along their learning journey. ASP is proud to serve a large population of international students from different cultural and linguistic backgrounds. Students come with a wide variety of previous experiences, complex learning, and social and emotional needs. The suite of Support Services includes the Learning Support Program, which seeks to meet students' academic and behavioral needs, as well as the English as an Additional Language (EAL) program, which focuses on students learning and improving their English language skills.



## Arts, Athletics, & After School Activities

A full range of athletic activities is offered at all levels, including varsity and junior varsity. International competition with other similar schools through the International School Sports Tournament (ISSTs) organization is a highlight for students, as is the broad program of local matches and competitions: baseball, basketball, cross country, flag football, golf, mini-tennis, multisport, rugby, running, soccer, softball, swimming, tennis, track & field, touch rugby, volleyball, and more. A broad program of activities is offered to respond to the needs or interests of

students or to engage them in new experiences. Model United Nations, Amnesty International, National Honor Society, Art Club, and Film Clubs are popular features of the Upper School while Robotics is hugely popular throughout the whole school. The school supports a thriving program of Music, Theatre, Film, and Visual Arts after school. The school facilitates private music lessons with a network of peripatetic teachers and each year the community is enthralled by a series of instrumental concerts.





## Community

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### Students and Parents

Students at ASP hail from 63 different countries, they are sociable, curious, energetic, creative, and compassionate. They enjoy and appreciate the incredible opportunities ASP has to offer and show their determination, ambition, kindness, and enterprise in various ways. They speak many languages but share English in common and all speak French or are learning the language. The parent community is equally diverse and dynamic from a wide range of corporate, NGO, diplomatic, creative, and other backgrounds. There is an outstanding Parent Association, the PFA, that has done an incredible job in building a close-knit and engaged community.

### Faculty

Recruited locally and internationally, the faculty and staff of ASP are a close team of passionate individuals, proud of the school and its role in creating an environment where all can thrive. Turnover is very low—once people come to Paris they want to stay. They come from over 18 countries including 42% from the US, and 32% from France. They are highly qualified (74% with an MA or higher degree), experienced (82% have 11-30 years' experience), and committed to ASP (70% have been at the school for 6 years or more).

### Student Wellbeing

At ASP, they believe that achieving your personal and academic best requires a strong foundation of support. With Guidance Counselors in each Division, College Counselors in the Upper School, a dedicated Child Safeguarding team, and a Justice, Equity, Diversity, and Inclusion task force support is readily available for students and families. This support can be through support services on campus or personalized recommendations in the community. Caring for children's well-being is the priority, both inside and outside of the classroom!

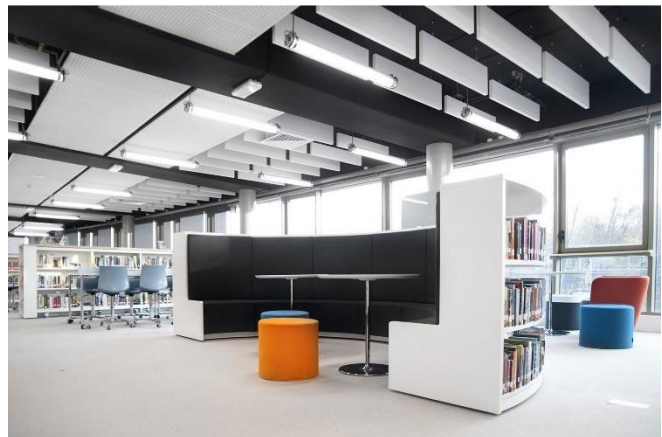




## The Campus

### Facilities & Premises

Set on 12+ acres, the campus houses all three Divisions, Grades K3–12, in dedicated indoor and outdoor learning spaces. It is private, gated, access-controlled, and staffed with a 24/7, highly trained security team. Just a few kilometers from world-famous landmarks, museums, and parks, the school's location offers students the opportunity to experience the city of Paris while enjoying what feels like unlimited space on campus. With much of the campus newly rebuilt, students will enjoy dedicated and modern spaces for all their



classes. The Arts Link features ceramics studios, art studios, a Black Box Theater, a band room, a choir room, recording studios, a film-making classroom, and more. There is also a Design and STEM Lab, where students turn into engineers and designers while using 3D printers, laser cutters, and robots.

### Environmental Sustainability

The school has a strong and growing commitment to environmental sustainability. It is a key strand of the facilities strategy as well as a strong element of the curriculum. The school has recently installed a pilot project of solar panels as a result of a student physics project and some impressive lobbying.

## Living in Paris

Paris, France's capital, is a major European city and a global center for art, fashion, gastronomy, and culture. Its 19th-century cityscape is intersected by wide boulevards and the River Seine. Beyond popular landmarks such as the Eiffel Tower and the Gothic Notre Dame cathedral, the city is known for its cafe culture and designer boutiques along the Rue du Faubourg Saint-Honoré. For centuries, Paris has been one of the world's most important and attractive cities. It is appreciated for the opportunities it offers for business and commerce, study, culture, and entertainment. Its moniker "the City of Light" remains true, as Paris has retained its importance as a center for education and intellectual pursuits.



Follow the American School of Paris to Learn More

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## Fast Facts

Year Established	1943
Accreditation Agency	CIS, MSA, IB
School type	K-12 international
Language of Instruction	English
Total Enrollment	776
Lower School Enrollment	231
Middle School Enrollment	189
Upper School Enrollment	356
Student Nationalities	63
Average % Home Country Nationals	16.4%
Student Age Range	3-18
Percentage of Annual Student Turnover	30%
Student-to-Faculty Ratio	8:1
Number of Faculty	150
Faculty Nationalities	26
Percentage of Annual Faculty Turnover	5-10%
Tuition (2022-2023) and Currency	€19,570 – €36,550
Annual Operating Budget and Currency	€37,000,000
Number of Board Trustees	16
Average Class Size	18



## Application Instructions

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Dr. Beth Pfannl, ISS Vice President, Global Recruitment, will serve as the lead consultant for the American School of Paris | Advancement Director search. She will be assisted by members of the ISS Leadership Search Team.

Interested candidates should apply through the ISS EDUrecruit portal, where you will be prompted to submit the following confidential materials: **January 31, 2023 | 11:59 EST**

- Cover letter expressing interest and qualifications for this position
- Current CV / Resume (please do not include your photo)
- Three confidential, supervisory references requests to your EDUrecruit profile from the last seven years, including one from your current post

**Candidates New to ISS EDUrecruit**, register for an account to apply for this position using this [link](#).  
To apply in EDUrecruit, click here: [American School of Paris | Advancement Director](#)

**Candidates Already Registered with ISS EDUrecruit**, log into your account [here](#).  
To apply in EDUrecruit, click here: [American School of Paris | Advancement Director](#)

Applicants are encouraged to apply as early as possible, as International Schools Services (ISS) and the American School of Paris (ASP) reserve the right to close the selection process at any time. If you require any assistance with the portal or have any questions, please contact [execsearch@iss.edu](mailto:execsearch@iss.edu).

ISS has had a longstanding commitment to diversity, equity, inclusion, and justice. Our screening process is strongly committed to all aspects of child protection and safeguarding. Applications will be thoroughly and rigorously screened.

International Schools Services (ISS) reserves the right to withdraw an applicant's candidacy if supervisory referees are not provided, and we also reserve the right to withdraw an applicant's candidacy at any time should the information be forthcoming that may suggest the candidate is not suitable to progress in the process. Hiring is contingent upon a successful background check.

ISS is committed to "Making a World of Difference" in the international education community. We are experiencing a catalytic moment in history and ISS has committed to addressing the systemic prejudices and biases in ourselves, in schools, and in organizations around the world. You can read more about our commitments [here](#).