

Background

The Edmonton society for Christian education has adopted a strategic plan that includes goals and objectives in the areas of student recruiting; fundraising (annual drives, capital drives and special events); society member and parent relations; and general public relations, communications and promotions of the cause of Christian education to those outside of the current supporting community.

General Requirements for the Position

The development director is responsible for developing and presenting (in consultation with various stakeholders) implementation strategies and annual plans to achieve the strategic plan goals and objectives. The development coordinator will execute and/or coordinate the execution of approved strategies and plans by breaking them into detailed tasks and carrying out these tasks personally or through the use of other staff, colleagues and volunteers as appropriate.

Key qualifications include a very positive attitude; demonstrably excellent interpersonal skills; proficiency with Word, publisher, Excel, Access and PowerPoint; ability to plan, organize and delegate successfully; and appropriate post secondary training or education.

The development coordinator is a full time employee who will also be required to attend some evening committee meetings and evening or weekend special events.

The development coordinator reports to the Executive Director, is a key member of the development committee and is a resource to the Edmonton society for Christian education board and a number of other committees. Workload priorities will be determined in consultation with the Executive Director.

Roles and Responsibilities

Responsibilities and Tasks of the Development Coordinator

1. Student Recruitment
 - a. Develop a student recruitment plan including budget, resources and marketing strategy
 - b. Develop marketing collateral and adds with a graphic designer
 - c. Bulk ads & age for the recruitment.
 - d. Assist in arranging visits to Edmonton Christian schools and to other schools
 - e. Serve on the Edmonton public schools Christian program's advertising subcommittee
 - f. Oversee the preschool program at West and Northeast

SECTION 5: HUMAN RESOURCES POLICIES**Title: Development Co-Ordinator Position Description**

- g. Process new enrollments and arrange for school and preschool interviews
 - h. Arrange tours of the school to interested parents
 - i. Develop school displays and attend open houses
 - j. Be available to participate in new parent interviews
 - k. Coordinate continuing enrollment process
2. Fundraising
- a. Special events
 - i. Annual goods and services auction (resource to committee)
 - ii. Annual golf tournament (member of committee)
 - iii. Other major events as determined
 - b. Capital campaign (member of and resource to capital campaign committee)
 - i. Develops campaign materials
 - ii. Records and sends correspondents to campaign contributors
 - iii. Maintain capital campaign records
 - iv. Context contributors and potential contributors as needed
 - c. Annual membership and donor drives
 - i. Develops action plan for membership drive
 - ii. Develops annual drive materials
 - iii. Ensures records are maintained
 - iv. Contacts and/or sends correspondents to donors and new members
 - d. Oversee shop now and save program
3. Society member and parent relations and communications
- a. Develop and coordinate communication plan directed towards society members
 - b. Produce and edit the pathway
 - c. Coordinate special mailings
 - d. Send announcements for campus newsletters and church bulletins
 - e. Update society website
 - f. Organize volunteer recognition event
 - g. Arrange for long-term service recognition
4. General public relations, communications and promotion Of the Cause of Christian Education
- a. Directed toward those outside of the current supporting community
 - b. Press releases
 - c. Advertising in print and other media
 - d. Maintain relationships with other organizations