

Old Trail School

Old Trail School is an independent, coeducational day school located within The Cuyahoga Valley National Park, 25 miles south of Cleveland, Ohio and 15 miles north of downtown Akron. Old Trail School serves 500 students from toddler thru eighth grade. The School offers a nurturing and academically challenging program to students and families in a five-county region that emphasizes excellence in academics, athletics and the arts. As the only independent school in the United States inside of a national park, Old Trail values its commitment to sustainability and environmental stewardship.

Old Trail students and faculty live by the core values of respect, responsibility, goodness and service.

Old Trail School is an Equal Opportunity Employer and all employment decisions are made without regard to religion, gender, race, color, national or ethnic origin, marital status, sexual orientation, physical challenge, or veteran status. This policy extends to all aspects of recruiting, hiring, promotion, training, compensation and benefits.

If you have questions or a grievance related to this policy, please contact Sarah Johnston, Head of School, at 330.666.1118 or mail to: Old Trail School, 2315 Ira Road, P.O. Box 827, Bath, Ohio 44210-0827.

POSITION: ANNUAL GIVING MANAGER

START DATE: IMMEDIATE OPENING

REPORTS TO: ASSOCIATE HEAD OF SCHOOL

CLASSIFICATION: FULL-TIME, EXEMPT; SALARIED WITH BENEFITS

HOURS: 8 A.M. – 4 P.M.

COMPENSATION: COMPETITIVE WITH AREA INDEPENDENT SCHOOLS

JOB DESCRIPTION:

Old Trail School is seeking an experienced fundraising professional to serve as the Annual Giving Manager and a member of the Development Team. The Manager will report directly to the Associate Head of School, currently also serving as the Director of Development. An ideal candidate will have fundraising experience in an education marketplace (ideally in an independent school environment) as well as a background in education, either in classroom experience or degree.

The primary responsibility of this position is the strategic execution and management of a comprehensive annual giving program (Old Trail School Fund), including the coordination and oversight of supporting initiatives in the areas of development services and donor relations.

The ideal candidate will develop a coordinated matrix of communication and solicitation strategies involving email, direct mail, phone/mail, personal visitation and volunteer engagement, all focused on shaping a sustainable tradition of annual support.

In addition, the Annual Giving Manager will foster the growth of best practices in the supporting areas of gift processing, data management and donor relations as related to annual giving and Old Trail School as

a whole. This person should have an appreciation for the foundation of annual giving as the “cornerstone of philanthropy,” and as the basis for building a successful major gifts program and campaign plan.

The ideal candidate aspires for the School to be a leader among peers as measured externally in terms of total dollars raised, percentage of constituent participation, consistency of giving and average gift size and internally in terms of clean data and timely donor stewardship.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Determine annual giving goals and build strategic and tactical plans for achieving these goals. This strategy will be a comprehensive plan.
- Focus on effective communication and solicitation activities within specific constituent segments identified as having potential for the greatest growth.
- Oversee all annual giving and donor relations programs including phone-a-thons, faculty/staff campaigns, social media campaigns, data entry, report writing and generation, gift processing, donor stewardship.
- Formulate and execute a communications program supporting annual giving.
- Work effectively with Development Office team to gain strong participation in annual giving from every constituency and build strategies for moving donors to higher giving levels.
- Coordinate annual giving with current and past trustees in a sophisticated and effective fashion.
- Manage a prospect pool with annual goals for personal visits and giving outcomes.
- Create, develop and execute a highly effective and sustainable volunteer component within annual giving.
- Listen carefully to and understand constituencies’ needs, both internally and externally, and proactively respond to those needs in a consistent and timely manner.
- Work cooperatively to achieve common goals; support cooperation, collaboration and the sharing of information while providing the best quality product available and continuously upgrade standards to maintain quality, in all areas of responsibility.
- Willingness and flexibility to staff Development Office events and initiatives as need (annual Auction, 6-8 events during the school year).
- Engage with alumni and assist in coordinating alumni events to foster community giving.

REQUIRED SKILLS:

- Bachelor’s degree required; Master’s degree preferred
- At least 5-7 years of fundraising experience, preferably in independent schools.
- Proven success at working collaboratively in educational leadership
- Ability to use data and trends to drive strategic planning
- Excellent oral and written communications skills
- Ability to adapt to and learn new technologies; experience with Blackbaud and RE NXT products or equivalent database management software a plus
- Understanding of gift processing and donor relations

The Annual Giving Manager is also required to perform any task assigned by the Head of School on an “as needed” basis. It is expected that the Manager will show initiative in problem-solving, be of assistance to fellow colleagues, and contribute to the School in a positive and proactive manner.