



THE WHEELER SCHOOL

Director of the Wheeler Fund (Annual Giving)

Start Date: Fall 2021

Reports to: Head of Advancement

Founded in 1889, The Wheeler School is a co-educational independent day school for approximately 800 students from Nursery through Grade Twelve on two beautiful and dynamic campuses in the city in Providence, Rhode Island, and “on the farm” in Seekonk, MA. The essence of our mission and vision comes down to a simple imperative reflected by Mary C. Wheeler’s founding precept: “to learn our powers and be answerable for their use.” Wheeler is an environment in which we strive to make anything possible for students, where choice, inquiry, and interest are of primary import, where we know individuals well, and where we insist upon and nurture intellectual character, critical thinking, empathy, and creative spirit.



Wheeler’s Advancement Department is responsible for supporting and advancing the goals of the school to ensure excellence into the future. The Director of the Wheeler Fund builds a comprehensive annual giving program that engages and inspires annual philanthropic support from families, alumni, and Wheeler’s other constituencies. The Director creates, implements, evaluates, and refines an annual plan to maximize participation, increase leadership giving, and enhance a culture of philanthropy across the school. Reporting to the Head of Advancement and serving as a senior member of the eight-person Advancement team, the Director will expand the education, spirit, and culture of philanthropic giving in the extended school community.

The Director of the Wheeler Fund will advance the following **priorities**:

- Execute and improve upon an annual giving program that is clear in its goals and predictable in its results over a multi-year period;
- Orchestrate an effective marriage of modern marketing “art” skill sets (copywriting, design, branding) with marketing “science” skill sets (segmentation, data analytics);
- Collaborate with a high-functioning team to integrate the Wheeler Fund into the school’s upcoming comprehensive campaign.

Specific **responsibilities** to advance these priorities include the following:

- Design the overall strategic, creative, and organizational direction for the Wheeler Fund across multiple mediums (print, digital, social, interpersonal).
- Reach annual giving dollar and donor objectives and monitor progress against those objectives, with a focus on donor acquisition, retention, and upgrading.
- With the Strategic Communications office, draft appeals and related marketing materials/copy.
- Perform ongoing data analysis and reporting related to all aspects of the annual fund program, using statistical analysis to evaluate current annual programs and to make recommendations for program modifications or enhancements.
- Develop strategies to grow the leadership donor community, including specialized cultivation and stewardship programs.
- Recruit, train, and support annual giving volunteers, including the Wheeler Fund Committee (in collaboration with the Family Engagement Coordinator) and the Senior Parent Gift Committee.
- Create comprehensive stewardship strategies for donors and volunteers.
- Execute select Advancement events that support donor cultivation and stewardship for both leadership and broad-base donors, including the annual Wheeler's Day of Giving.
- Pursue professional development opportunities to remain up to date on best practices in the industry, and selectively pilot innovative approaches to evaluate for effectiveness.
- Manage a pool of leadership annual giving prospects and maintain an active schedule of visits.
- Support the Head of Advancement in her work with the Board Subcommittee on Advancement and with the Board of Trustees;
- Evaluate all annual giving activities and initiatives through an ROI lens.
- With other Advancement colleagues, serve as a key member of the capital campaign planning and strategy team.
- Build effective relationships with faculty and staff as an active member of the school community, and serve as an ambassador for the impact of giving at Wheeler.
- Contribute actively to a creative, dynamic, collaborative Advancement Team committed to building a highly effective comprehensive fundraising program for one of the top independent schools in the region.
- Support and staff Advancement events and other duties as assigned.



Successful candidates will have the following **qualifications**:

- Bachelor's degree or an equivalent combination of education and experience;
- 5-7 years of success in progressively responsible development roles, preferably in the education sector;

- A demonstrated ability to pursue, achieve, and exceed goals with the energy and creativity that match the dynamism of Wheeler’s school environment;
- Superior project management skills, with an ability to self-direct multifaceted initiatives with a high degree of initiative and integrity;
- Outstanding internal and external relational skills, thoughtful judgement, diplomacy, and exceptional follow through;
- Direct solicitation experience and success in closing gifts of \$10,000 or more;
- Experience and competency with Raiser’s Edge or a similar fundraising data management software program;
- Desire to work with collegiality and a sense of humor on a fast-paced, high-energy team;
- Demonstrated cultural competency and commitment to diversity, equity, and inclusion work individually and in schools in general;
- Excellent written and oral communication skills;
- Ability to garner trust through open and direct communications and a strong work ethic;
- Willingness and ability to attend occasional evening and weekend events and travel periodically;
- Highly professional and ethical standards for handling confidential information



This is a full time, 12-month exempt position with competitive salary and benefits.

Salary range: \$80,000 - \$95,000 or commensurate with experience.

To apply, please submit a resume, two electronic samples of fundraising-related writing or content, and a cover letter to Rachel Spaulding, Head of Advancement, at rachelspaulding@wheelerschool.org by **October 29**. Please include the “Director of the Wheeler Fund” in the subject line and cc: careers@wheelerschool.org.

Learn more about [The Wheeler School](#) and [careers in our community](#).

Statement on Diversity

At Wheeler we actively seek students, faculty, and staff from diverse backgrounds in the belief that a broad range of experiences and viewpoints enhance learning, enrich life on campus, and better prepare us all for full participation in a pluralistic, democratic society. The Wheeler School is committed to a policy of non-discrimination and equal opportunity for all employees and qualified applicants without regard to race, color, religion, sex, sexual orientation, gender identity or expression, age, national origin, or disability, and any other category protected by federal, state, or local law.