

Position Title : Director of Advancement
Organization : St. Mary's High School
Salary: \$60,000 - \$70,000
AFP-WNY Post Date : 8/3/2026

DEADLINE TO APPLY: 8/31/26

POSITION DESCRIPTION

The Director of Advancement serves as a key leader in advancing the mission, values, and strategic priorities of St. Mary's High School. This role is responsible for planning, implementing, and managing comprehensive advancement initiatives that strengthen philanthropic support, deepen constituent engagement, and enhance the school's visibility.

The Director oversees the Annual Fund, supports major fundraising events, and collaborates closely with school leadership, faculty, staff, and external partners. The position reports to the Vice President of Advancement.

Essential Duties and Responsibilities

Annual Fund Oversight

Oversee all annual fundraising campaigns, including the Annual Giving Day, Spring Appeal, and other direct response initiatives.

Manage all components of the Annual Fund, including direct mail, digital appeals, and donor stewardship activities.

Monitor fundraising progress and prepare regular reports for leadership and the Board of Trustees.

Develop and maintain donor stewardship strategies that strengthen relationships, increase donor retention among alumni, families, and community partners, and further the storytelling of our mission.

CRM Administration Support

Maintain accurate and up-to-date donor, alumni, and prospect records within the school's CRM system.

Support data integrity, reporting, segmentation, and analytics to inform advancement strategies.

Assist with gift entry, reconciliation, and ensure timely acknowledgment processes.

Provide training and guidance to staff or interns on CRM usage and data standards.

Email Marketing and Communications Support

Work collaboratively with Director, Marketing & Communications to develop, schedule, and distribute email communications related to annual fundraising, events, and donor stewardship.

Ensure all annual fund communications align with school branding and messaging guidelines.

Track and analyze email performance metrics to support continuous improvement.

Fundraising Event Support

Assist in the planning, coordination, and execution of fundraising events, including logistics, volunteer coordination, and attendee communication.

Support event marketing, registration processes, and post-event stewardship.

Collaborate with internal and external partners to ensure successful event outcomes.

Intern Oversight

Provide supervision, training, and task management for interns.

Assign projects, monitor progress, and support professional development.

Qualifications

Education and Experience

Bachelor's degree in nonprofit management, communications, marketing, business administration, or a related field required.

Minimum of 3–5 years of experience in advancement, fundraising, development, or related nonprofit work; experience in an educational environment preferred.

Knowledge, Skills, and Abilities

Knowledge of fundraising principles, annual giving strategies, and donor stewardship practices.

Proficiency with CRM systems and data management best practices.

Strong written and verbal communication skills.

Excellent organizational skills with the ability to manage multiple priorities and deadlines.

Ability to maintain confidentiality and handle sensitive information with discretion.

Strong interpersonal skills and the ability to build positive relationships with diverse stakeholders.

Commitment to the mission, values, and educational philosophy of St. Mary's High School.

Work Environment and Physical Requirements

Standard office environment with occasional evening or weekend work required for events or deadlines.

Ability to lift up to 25 pounds for event materials and equipment as needed.

Ability to sit, stand, and walk for extended periods during events or meetings.

Compensation and Benefits

\$60,000 – \$70,000 annually, commensurate with experience and qualifications.

Comprehensive benefits package including health insurance, retirement plan options, paid time off, paid holidays, tuition discount, and adjusted holiday and summer hours.

Interested applicants should send a resume and cover letter to advancement@smhlancers.org