

# DIRECTOR

*King's Christian Academy is a startup school. Please note that the job description below describes the ideal role for a Director. As KCA gets off the ground this will be treated as a living document, determining what needs to be done by the Director, and what is better suited for another position as we move forward.*

## POSITION OVERVIEW

The Director will enable KCA to pursue its vision and mission by achieving effective fundraising initiatives such as capital campaigns and intentional planned giving initiatives.

The Director will work closely with different teams and local businesses to design, implement and execute a broad marketing and community relations program, focusing on an engaging experience for all community stakeholders.

Report to the Board and work alongside the Principal in a strategic leadership position in order to share the vision and mission of the school and engage others in support of KCA.

## ACCOUNTABILITIES AND RESPONSIBILITIES

### A. Fundraising

- Provide leadership and direction for all general fundraising initiatives.
- Build and work on a team of gifted members to assist with building and maintaining relationships with donors.
- Organize a planned giving program that encourages donors to give on a regular basis
- Build a team of gifted members to coordinate a variety of event driven fundraisers (e.g. golf tournament, auction, gala event, etc.)
- Explore options for grants and bursaries that can help lower the cost of tuition for students. Ensure that information regarding said grants or bursaries are easily accessible and available for parents to explore themselves or be explained by the principal and board.
- Work closely with the Principal and Board to develop and implement a strategy and plan of action for growth through capital campaigns (e.g. New Building, renovations, classroom material, teacher training, etc.)
- Explore alternative ways to care for and bless the staff of KCA through things like discounts and gifts from local businesses and community members.

### B. Marketing

- Provide leadership and direction for the implementing of a marketing strategy to promote KCA as an optimal alternative education for Christian families and a benefit to the community as a whole.
- Work with the Principal to implement strategies to recruit solid Christian families.

- Have a solid understanding of the principles of Classical Christian Education (CCE) and be able to promote it to Christians and non-Christians alike. Be continually growing in understanding of CCE for better promotion.
- Build a team of members and if necessary reputable businesses to assist in the branding and image.
- Ensure consistent and effective communications and messaging, including enrollment/registration packages and all other recruitment material.

#### **C. Community and Church Relations**

- Serve as a visible and passionate ambassador for KCA on and off the clock.
- Provide oversight of a team of members to plan and execute key community building events within and without the school community (e.g. Back to School BBQ, school open house, etc.)
- Develop and implement a communication and engagement strategy to build and strengthen relationships with KCA alumni, grandparents, past parents, current and potential donors, local churches, and all those associated with the school.
- Develop and build relationships with media contacts, influential local businesses, and municipal government personnel.
- Look for ways that the students of KCA can engage with the community in a volunteer capacity to promote the good will and nature of our students. Communicate these opportunities to the principal and work with them on coordination.

#### **D. Data Accumulation and Analysis**

- Ensure that the board, parents and interested parties (including donors, partner organizations and community leaders) are informed of the results from the classroom at KCA.
- Work alongside the principal to produce records of students and their performance.
- Identify positive trends to communicate to interested parties and negative trends to the Principal and Board to develop strategies to correct.
- Ensure effective data management and support tools related to school development. This includes a database of donors, alumni, grandparents, past parents, donor records and company records.

#### **E. Other Responsibilities**

- Participate and attend Board meetings, Committee meetings that you lead or oversee, and the Annual General meetings.
- Ensure other responsibilities designated by the Board are executed or delegated.
- Develop a strong relationship of trust and comradery with the Principal to ensure the execution of the Mission and Vision of KCA

## **QUALIFICATIONS AND SKILL REQUIREMENTS**

### **Required**

- A clear, mature, and growing relationship with Jesus Christ; active participation and membership in a local church with strong leadership that provides personal spiritual oversight.
- Full agreement with and ability to articulate the school's Statement of Faith.
- Basic understanding of CCE, including its biblical foundation, pedagogy and philosophy with a desire to learn more
- Proven character that reflects humility, servant-leadership, and Christlike example in all areas of life.
- Ability to support and celebrate the values and mission of CCE.
- Ability to direct the activities of self and others to ensure projects are completed and targets achieved.
- Ability to plan, manage and monitor a development budget and demonstrate return on investment of development activities.
- Proficiency in word processing and spreadsheet applications, internet research and fundraising.
- Regular travel and occasional non-business hours expected

### **Preferred**

- Experience in a non-profit setting
- Demonstrated strength in networking and interpersonal skills and ability to develop strong relationships with the community, donors, and investors.
- Demonstrated flexibility in meeting shifting demands, priorities and multiple responsibilities

## **REPORTS TO**

The Director reports directly to the Board of Director and serves as its CEO

## **COMPENSATION**

As a new Christian school without a lot of donors or students paying tuition it is hard to say how much we can pay. We are open to negotiating a fixed amount, but it is important at the outset, as we get KCA off the ground, to note that this will be a labour of love that will require sacrifice across the board. That being said, we as the Board trust that it is the Lord Jesus Christ that has brought this endeavor to fruition. We therefore trust that He will provide exactly what we need and more in the years to come. What we can promise as a Board is that though compensation through a salary might be tough, we will ensure that every staff member of KCA is well taken care of by any means necessary.