



## **CONFIDENTIAL JOB DESCRIPTION**

### **CHIEF ADVANCEMENT OFFICER JUNIPERO SERRA HIGH SCHOOL**

SAN MATEO, CA

### **COOK SILVERMAN SEARCH**

336 Bon Air Center, Suite 300  
Greenbrae, CA 94904

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## ABOUT JUNIPERO SERRA HIGH SCHOOL

Junipero Serra High School is a Catholic college preparatory for boys. Located in San Mateo, in the heart of the San Francisco Peninsula, Serra's legacy spans nearly 75 years of excellence in Catholic education. A rich and rigorous academic curriculum, a wide range of extracurricular activities, and an environment of support, compassion, and mutual respect are hallmarks of Serra. Serra's faculty and staff are deeply committed to mentoring their students, providing a framework for young men to grow in faith, intellect and character.

For more information on Junípero Serra High School please visit [www.serrahs.com](http://www.serrahs.com).

## POSITION OVERVIEW

The Chief Advancement Officer oversees all external relations for Junípero Serra High School including development, alumni relations, and marketing/communications. The Chief Advancement Officer has primary responsibility for directing a comprehensive development program, including a capital campaign, designed to advance the goals of the school by building a strong base of support and a tradition of sustainable philanthropy.

## REPORTING RELATIONSHIPS

The position reports to the President of the School and is part of the senior management team. The Chief Advancement Officer oversees development staff, the marketing and communications staff, events staff and the alumni relations staff. The position also works closely with volunteers, alumni and parents, and the Board of Regents.

## PRIMARY RESPONSIBILITIES

- Oversee and manage the school's fundraising, and marketing/communications efforts.
- Identify, cultivate, solicit, steward and maintain a major gifts portfolio of donors and prospects capable of gifts of \$25,000 or more, annually.
- Identify and implement strategies to increase support from new and existing donors.
- Cultivate new prospective donors through special events and other engagement opportunities.

- Manage and oversee all fundraising activities and volunteers in coordination with the events staff.
- Staff various committees of the Board that support advancement efforts.
- Work with the President to provide updates and analytical reports to volunteers, board members and donors.
- Partner with the President and board members to solicit major gifts, participating in solicitations when appropriate.
- Manage the annual operating budget for the Advancement Office.
- Oversee development of solicitation materials for fundraising efforts (e.g., annual fund and campaigns) to ensure excellence and consistency in branding, messaging, and appearance of print and on-line materials.
- Create and deliver effective and informative presentations to the Board of Regents, administrative team, employees, faculty, parents, and/or alumni at the request of the President.
- Manage the endowment and planned giving programs.
- Oversee the Raiser's Edge prospect database, including gift reporting, acknowledgements, accounting, and data sharing. Understand audit requirements in these areas and develop policy and/or protocol changes when needed.
- Track, monitor, analyze, and report on key metrics regarding fundraising, community-building, and alumni engagement as articulated in the School's strategic plan.
- Attend and support student and school activities on a regular basis.
- Represent the school to its various constituencies.
- Supervise, manage, and annually evaluate all members of the Advancement team.
- Establish and maintain best practices as it relates to policies, systems and procedures.

## QUALIFICATIONS

- Seven to ten years of progressively challenging demonstrated fundraising success in nonprofit organizations, preferably with educational institutions
- Proven successful management experience
- Excellent leadership, management, organizational, analytical and entrepreneurial skills
- Demonstrated capital campaign experience
- Bachelor's degree required, advanced degree preferred
- Ability to manage multiple projects simultaneously
- Ability to effectively engage senior staff, volunteers, students, board members, faculty and alumni in solicitation and cultivation activities
- Commitment to independent school education, preferably Catholic School education
- Exceptional communication skills, with proven ability to write effectively, speak persuasively and listen attentively
- Entrepreneurial spirit and willingness to evaluate activities and initiate action

- Excellent attention to detail
- Proficiency with information technology including G-Suite, Microsoft Office Suite and Raiser's Edge
- Ability to effectively communicate the mission and goals of Junípero Serra High School

## TO APPLY

To apply for this position, or for additional information on the opportunity, please send a copy of your resume with a cover letter to Victoria Silverman at [apply@cooksilverman.com](mailto:apply@cooksilverman.com).

All applications and inquiries will receive a response and be kept strictly confidential.

Junípero Serra High School is an Equal Opportunity Employer.