



LUTHER CLASSICAL COLLEGE

514 S Beech St • Casper, WY 82601 • (307) 216-5294

Description of Duties: Director of Advancement

Job Title: Director of Advancement

Synopsis: The director of advancement leads and manages the organization's development and marketing activities including maintaining support from existing donors, developing new leads, pursuing major gifts, overseeing the development and publishing of all marketing materials (print and digital), directing the work of all development and marketing staff, making presentations to individuals and congregations, and communicating regularly with the president and other staff.

Reports to: President

Time Commitment: This position is full-time and will require work to be performed on weekends and evenings from time to time. PTO will be provided for time worked outside of regular business hours. The director of advancement is expected to devote roughly 75% of work time to meeting with and contacting donors and prospective donors, with the remaining 25% consisting of administrative tasks and other duties.

Travel Required: Regular travel is a requirement of this position (2-4 trips per month on average). The director of advancement travels to meet face to face with donors, make presentations at Lutheran congregations, and attend various conferences and events on behalf of LCC. PTO is provided for time spent traveling outside of regular business hours.

Institutional Mission Statement:

Luther Classical College educates Lutherans in the classical, Lutheran tradition and prepares them for godly vocations within family, church, and society, fostering Christian culture through study of the best of our Western heritage.

Minimum Qualifications:

- ◇ A member in good standing of a congregation of the Lutheran Church–Missouri Synod (LCMS), who is committed to the mission of Luther Classical College.
- ◇ Bachelor’s degree.
- ◇ Experience in college administration, fundraising, marketing, sales, or similar skill sets.
- ◇ Strong skills experience in Microsoft Office (Excel, Word, Outlook, PowerPoint).
- ◇ Superior interpersonal communication skills.
- ◇ Superior organizational and project management skills.
- ◇ Willing flexibility to meet the changing needs of a fast-paced and rapidly growing organization.
- ◇ Support *Institutional Objective 3*: “To instill in the rising generation of Lutherans the priority of Christian marriage, family, and piety, through instruction in the doctrine of vocation and **the living examples of faculty, staff, and administrators.**”

Additional Desired Skills/Experience:

- ◇ Master’s degree or other advanced degree.
- ◇ Previous experience managing capital campaigns or similar major fundraising projects.
- ◇ Sales and/or marketing background.
- ◇ Ability to mentor and develop junior team members.

Duties/Responsibilities:

- ◇ Manage donor records and information using CRM.
- ◇ Develop fundraising processes and procedures.
- ◇ Ensure advancement staff follow up with donors in a timely fashion to thank them for donations.
- ◇ Oversee development and publishing of marketing materials (print and digital) to generate interest and excitement from donors, support admissions goals, and raise the profile and reputation of LCC.
- ◇ Ensure all marketing materials and activities include up to date and accurate information, and consistency of tone and messaging is maintained.
- ◇ Ensure current and prospective donors are aware and informed regarding major developments and updates.
- ◇ Lead, and when appropriate, train/coach all advancement staff including advancement officers, mission ambassadors, webmaster, merchandise manager, and *Christian Culture* and *Ad Fontes* editors.
- ◇ Conduct regular virtual meetings with advancement staff to plan strategy, delegate tasks, provide updates, and gather feedback.

- ◇ Communicate daily with team members in order to hold them accountable to fundraising goals and keep them focused on assigned tasks.
- ◇ Manage tasks and workflows of advancement staff using Trello and CRM.
- ◇ Attend and participate in meetings of LCC's Marketing & Development Committee; prepare reports on marketing and development activities for the board of regents.
- ◇ Attend and help plan LCC's annual Christian Culture Conference.
- ◇ Regularly travel to meet face to face with current and prospective donors; make presentations to individuals and congregations; attend various conferences and events.
- ◇ Track financial data and communicate regularly with the president and CFO to ensure fundraising efforts meet or exceed capital and operational needs.
- ◇ Provide support to, and take direction from, the president and accept his decisions.

Application Instructions:

1. Applications will be considered in the order received and held, at the discretion of Luther Classical College, until a suitable applicant is found.
2. Applicants should prepare a cover letter and curriculum vitae to be submitted to:

Mr. William Gottwalt
Business Manager
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Casper, WY 82601
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