



JOB OPENING:
Director of Advancement
Full-time, year-round position
Start Date: July 1, 2024

About Hyla School – grades 6-12

Each developmental stage of adolescence comes with its own unique needs and inspiring potential. Our program is designed to provide for these needs in a caring community to help students realize and live their full potential. From grades 6-8, and then again in grades 9-12, students experience profound and lasting growth in many directions – neurobiological, intrapersonal, interpersonal, and academic. We work together collaboratively to honor the unique identity, voice, and path of each student. We believe in personal development as much as academic growth, integrity as much as achievement, and challenge as much as support. We are devoted to maintaining, nurturing, and strengthening Hyla’s culture of care, community, and belonging. We have fun, we get outside a lot, and we love our school.

Director of Advancement

Hyla School seeks a Director of Advancement to work in close collaboration with the Head of School and members of the administrative team to oversee the school’s advancement program. The successful candidate is a thoughtful, passionate, positive, articulate and experienced team leader and fundraiser who inspires confidence in the school’s mission and vision for middle and high school education, with the ability to organize various constituencies toward common operational and strategic goals. This position requires superb oral and written communication skills, authentic enthusiasm, and a relentless energy for relationship building with both internal and external school constituencies. The Director of Advancement will be a collaborative leader who partners well with faculty, staff, parents, trustees, volunteers, alumni and other members of the school community. This is both a strategic and operational leadership role and like all staff members at small schools, the right candidate will enjoy the engaging nature of work that comes from collaboration, taking initiative, and wearing multiple hats.

Areas of Responsibility, Essential Duties:

- Communications - content curation, graphic design, writing, and publishing all school communications, including but not limited to a weekly newsletter, social media posts, marketing materials, and annual school publications.
- Marketing - internal and external marketing strategies and actions that effectively recruit new families to Hyla and retain current families.
- Development - campaign and fundraising management and leadership.

Qualifications

- Bachelor’s degree in communications, marketing, or development required; master’s degree preferred.
- Experience in a school, educational, or similar setting.



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- Minimum of five years working in a leadership role in communications, marketing, and development capacity with at least three years of fundraising and direct solicitation experience.
- Impeccable writing and editing ability, including a variety of formats and genres; must be able to produce a large volume of written content, for a variety of audiences, efficiently and regularly.
- Demonstrated ability to cultivate and close significant gifts; capital campaign experience preferred.
- Experience managing a team and working with key volunteers.
- Experience with website CMSs, databases, social media platforms, content management, HTML experience or any combination will be considered.
- Extensive graphic design and layout experience is essential.
- Exceptional organizational and time-management skills and the ability to multi-task and maintain professionalism in a creative and changing environment.

Requirements

- A genuine passion for Hyla's mission and values and belief in a Hyla education.
- An ongoing investment in seeking out and engaging in professional development and growth opportunities.
- Ability and delight in working collaboratively and supportively in a small, equitable, and inclusive school setting.

Development Responsibilities:

- Responsible for all Hyla fundraising including annual fund, auction, outreach and development events, planned giving, major gifts, donor stewardship, grants, and strategic planning in concert with the Head of School.
- Proactively update and maintain accurate constituent paper/electronic data records.
- Design, run and ensure accuracy of database generated reports.
- Gift entry for all monetary & in-kind contributions, and reconcile records with the business office.
- Create and manage production of donor appeals including direct mail and email solicitations.
- Ensure that all gifts are acknowledged in a timely and accurate manner, in compliance with IRS requirements and fundraising best practices.
- Organize development department materials, including physical and electronic files.
- Support the alumni program, including but not limited to reunions, and communication flow between alumni and the school.



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Communications and Marketing Responsibilities

- Ensure that all areas of responsibility are aligned to school mission, vision, and brand.
- Plan and implement a comprehensive communications plan, including social media.
- Ghostwrite regularly for school communications (newsletters, speeches, publications, articles, etc.).
- Create diverse communication materials including print and digital newsletters, marketing materials, development materials, printed invitations, family handbook, fliers, social media content, and more.
- Maintain website with original content and updates.
- Serve as a photographer to document school events and manage the Hyla photo library.
- Manage advertising, media relations, and press releases.
- Manage vendors.
- Manage Hyla's social media presence on Instagram and Facebook, and other sites as applicable.
- Collaborate with all Hyla leadership and staff.
- Special projects as determined by the Head of School.

Other Responsibilities

- Work with the Head of School, Events Manager, and Community Engagement and Admissions Manager to plan for and coordinate all major school events.
- Work with Community Engagement and Admissions Manager to coordinate the school's volunteer efforts.
- Work in collaboration with the Head of School to support all operational and strategic enrollment management efforts.
- Work with the Head of School to support enrollment efforts with marketing strategies to include
 - Compelling admissions publications and marketing (digital and print) materials
 - Website content
 - Signage
 - Online and social media content creation and advertising
- Lead school's external relations efforts and develop and strengthen partnerships with relevant local organizations.

Compensation and Benefits

Hyla School is committed to attracting and retaining outstanding employees through a compensation and benefits package competitive with similar schools in the Northwest. Retirement and health insurance benefits are provided.

Salary

Salary: \$75,000 - \$99,000, depending on experience.



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Application process:

Please submit the following materials to Suzanne Messinger, Head of School, via email at suzannem@hylaschool.org.

1. Cover letter
2. Current resume

If chosen to move forward in the application process, an interview will be arranged.

This position will remain open until filled.

Hyla School does not discriminate in its admissions, hiring, or employment practices on the basis of race, color, creed, religion, gender, national or ethnic origin, citizenship or immigration status, sex, ancestry, age, family or marital status, sexual orientation, gender identity or expression, genetic information, honorably discharged veteran or military status, and/or the presence of any physical disability (including pregnancy), mental disability, or sensory disability, or any other legally protected characteristic or status.