



NORTH CROSS SCHOOL

Assistant/Associate Director of Annual Giving



The Opportunity

North Cross School, a co-ed JK3-12, day and boarding school located in Roanoke, Virginia has a full-time position available for an Assistant or Associate Director of Annual Giving starting the 2024-25 school year.

Reporting directly to the Assistant Head of School for Advancement, this position plays a crucial role in advancing the school's mission by serving as a critical member of the Advancement team. This person will be responsible for facilitating and administering the North Cross Annual Fund.

Major Duties and Responsibilities

Support and promote the mission and strategic plan for the school

- Work with the Assistant Head of School for Advancement to promote the Head of School's vision in the school community and the broader communities of the Roanoke Valley.

Plan and execute the School's Annual Fund campaign

- Work closely with The Assistant Head of School for Advancement and the Director of Operations and Strategy for Advancement.
- Assist in recruiting and training Parent Annual Fund Chairs and Parent Class Chairs.
- Assist in recruiting and training Alumni Class Chairs.
- Develop annual strategy for Reunion Giving Program. Work closely with Director of Operations and Strategy for Advancement.
- Coordinate with the Director of Communications and Marketing on the design and printing for all publications and collateral pieces related to the annual fund campaign with primary focus on the copy and message.
- Serve as a significant solicitor for the Annual Fund, utilizing in-person and digital engagement.
- Create all detailed statistical and participation reports.
- Coordinate with Director of Communications and Marketing and Director of Operations and Strategy for Advancement on the creation and distribution of the Honor Roll of Giving, with primary responsibility being all copy and data needed.
- Coordinate Parent Day of Giving.
- In coordination with Director of Communications and Marketing, create all Annual fund email and written correspondence.
- Manage the Annual Fund Leadership Recognition event.
- Work closely with Director of Operations and Strategy for Advancement to identify businesses to solicit for Corporate Stewardship program.
- Work with Director of Communications and Marketing to steward corporate donors.
- Coordinate with the Director of Communications and Marketing on the design and printing for all publications and collateral pieces related to Corporate Stewardship program, with primary focus on the copy and message.
- Ensure corporate benefits are being honored by coordinating banner production and placement on campus, website updates, and inclusion in communications related to the sponsorship.
- Consult and advise Director of Communications and Marketing on all internal and external facing communications related to our Annual Fund program.



Assist the Director of Communications and Marketing in the Implementation of the following strategies:

- Determine implementation of advertising, communications, and marketing plans for the annual fund collateral material.
- Honor Roll of Giving and other marketing pieces as requested for the school.
- Review Giving pages on School website to ensure they are accurate, timely, and informational.
- Develop relationships with alumni, and make Annual Fund leadership gift calls.

Other essential tasks

- Develop Annual Fund Advisory Board.
- Be aware of external communication for the school.
- Provide Advancement team with regular updates/reports on Annual Fund status.
- Implement strategies to increase parental and Alumni involvement in the Annual Fund.
- Attend receptions, events, and campus activities to develop stronger relations with members of the North Cross community.

OUR MISSION

North Cross School is an independent, nonsectarian, college-preparatory school located in Roanoke, Virginia that serves children from early childhood (age 3) through twelfth grade. North Cross provides a rigorous academic curriculum, competitive with the best college-preparatory schools in the Commonwealth of Virginia.

While we explicitly recognize the importance of intellectual development and academic achievement, we also strive to promote personal integrity, empathy, and responsibility to self and community. Through this, our graduates will act as leaders in the local and global communities, persons of intellectual and moral courage, and scholars in the service of others.

School Profile

North Cross's next Assistant/Associate Director of the Annual Fund will be a part of a thriving school community. As the premier independent school in the Roanoke Valley serving students in JK3 through 12th grade, North Cross enjoys a healthy enrollment, an engaged parent and alumni community, a joyful and dedicated student body, and an outstanding teaching faculty. The school's annual giving contributes over \$750,000 to the operational budget. The most recent capital campaign, The North Cross Legacy Campaign, raised over \$13 million, which transformed the campus with a renovated Upper School, a new Student Commons and Library, as well as an Administrative wing. A beautiful new green space in the heart of campus connects all academic divisions.

North Cross boasts a strong reputation for its impressive academic programming and robust arts and athletic programs. Foundational to the student experience is North Cross's Honor Code, its student leadership initiatives, and its international programming. As a mission-driven institution, North Cross is committed to character education and developing leaders in local and global communities. Its emphasis on global programming includes an international campus in Shanghai as well as a partnership with an international and domestic boarding program located in downtown Roanoke.

To Apply

The Assistant/Associate Director of the Annual Fund will be an integral part of our school community, contributing to the overall success and growth of our Advancement activities and operations.

Applicants should submit a CV/resume and cover letter expressing interest in the position to Human Resources Operations Coordinator Ashley Turner (aturner@northcross.org).



Our comprehensive benefits package includes: Medical, Dental, Vision, Life Insurance, LTD, and other voluntary options.