



The Calverton School

Director of Advancement

[Definition of advancement professional: The advancement profession is a grouping of disciplines that together harness their skills and experience to advance the mission of their institutions through their work in alumni relations, communications, marketing, fundraising, and advancement services.]

Reporting to the Head of School, The Calverton School in Huntingtown, Maryland is seeking a full-time Director of Advancement for the 2024 - 2025 school year. This individual will be responsible for taking the lead in the areas of development, marketing, alumnae relations and residential recruitment, working closely with the Head of School to promote strategic priorities of The Calverton School.

Responsibilities and Essential Functions:

- Serving on school's leadership team, this position communicates the Leadership's vision and brand by implementing a multichannel communications strategy that captures the student experience through a compelling mix of social media, email, newsletters, website, video, and in-person events.
- Plans international and residential boarding recruitment and promotional visits.
- Communicates the vision for and helps to develop signature marketing that supports the Global Village boarding program.
- Manages the comprehensive database of alumni, donors, and other stakeholders.
- Works closely with the Enrollment and Admissions team to ensure marketing and communications supports and enables their function. Assists in enrollment events on campus and in the community.
- Actively networks and builds relationships with all key stakeholders including feeder schools, faculty/staff, media outlets, current and prospective parents, and international recruitment agencies.
- Develops and implements donor development and stewardship strategies to reach annual fund goal, to secure major gifts, and promote legacy giving.
- Implements comprehensive internal communications brand style guide along with schoolwide communications plan for crisis communications.
- Assist with the administrative and gift processing services, support for school events (including the school auction) and parent relations via the Calverton Parent Association.

Qualifications:

- Strong written, editorial, and oral communications skills with exceptional attention to detail. Bachelor's degree in English, Marketing/Communications, or related field required.
- Experience working in and supporting development, marketing, and admissions efforts of an educational institution is preferred.
- Demonstrated track record for collaboration and organization with an ability to work under pressure to meet strict deadlines.
- Experience with website content management systems; working knowledge of HTML preferred.
- Nuanced understanding of social media best practices.
- Collaborative and effective communication in working with students, teachers, administrators, and families.

- Must pass Federal and State background check along with MSDE Employment History Review

About The Calverton School:

The Calverton School is an independent, co-ed day school with a small residential program in which 325 students aged 3 to Grade 12 partner with dedicated teachers on a beautiful 150-acre campus in Huntingtown, Maryland. Our southern Maryland location enables Calverton to attract a diverse student body from five counties to our learning community where students grow through a culture of respect, challenging yet well-rounded academics, and shared experiences. The Calverton School aims to instill in students intellectual curiosity, personal responsibility, and a strong work ethic to prepare them for higher education and citizenship in a democratic and global community.

Calverton seeks growth-minded professionals who will support our educational mission and values, who are committed to supporting the whole student, and who are excited to join and contribute to a small PreK-12th grade learning community. Calverton is committed to a diverse and inclusive community and seeks applications for all positions from candidates who will contribute to an environment in which all are valued and supported.

To apply:

Interested candidates should send cover letter, resume, and names of three professional references to Pam Brooks at pbrooks@calvertonschool.org.