

Waterside School Assistant Director of Philanthropy and Communications



The School

Waterside School, founded in 2001, is a co-educational Pre-Kindergarten through Grade 5 independent school that attracts and inspires students of academic promise and families deeply invested in their children's success, regardless of limitations in income or circumstance. The School was fully accredited by CAIS (Connecticut Association of Independent Schools) in 2008 and 2018. Waterside School works to instill in its students a belief in their own worth, to cultivate in each a commitment to academic excellence and to ensure the fullest development of every child's character. Through a rigorous program of study and experience, the School empowers its students with the knowledge, skills and virtues required to enable them to excel as students, to gain access to superior academic opportunities and to go forward to become the leaders of tomorrow.

Philanthropy Team Overview

The Philanthropy Team at Waterside School raises \$4.35M+ annually through direct mail appeals, a Day of Giving, a major gifts program, corporate and foundation grants, events, and various other revenue streams, including an endowment. The team partners with the Executive Director, Waterside Board of Directors, the Ambassador Board, and the Associate Board to reach our fundraising goals and create awareness around our programs. Approximately 93% of Waterside's revenue comes from individuals, foundations and companies. Waterside School is continually seeking ways to engage new contributors to support our cause.

Position Summary

The Assistant Director of Philanthropy and Communications plays a key role in Waterside's fundraising, communications, and event planning efforts. They will report directly to the Director of Philanthropy and Community Relations and the Executive Director. Key responsibilities are listed below:

Key Responsibilities

- ☐ Ensuring accurate and timely handling of and recording of gifts and related documentation, including pledge reminder schedules and invoices
- ☐ Using FileMaker to track constituent notes and maintain all mailing and email addresses, updating as needed, support the Director of Philanthropy with record-keeping
- ☐ Supporting the front-line fundraising efforts utilizing data and research
- ☐ Assisting with the cultivation of donors, both current and new
- ☐ Creating mailing lists as needed
- ☐ Assisting in the preparation of and mailing of all Philanthropy communications
- ☐ Creating donor lists, collecting photos, data, and all written content for the Annual Giving Report
- ☐ Providing fundraising updates and monthly reconciliation with the Comptroller

- ☐ Inputting and analyzing all data related to philanthropy and communications
- ☐ Maintaining the Philanthropy calendar; organizing and maintaining Philanthropy and Communication Google Drive Folders and files
- ☐ Assisting with all external events
- ☐ Assisting in creating event materials, including ordering invitations and signage
- ☐ Managing guest lists and RSVPs, ensuring accurate attendance records
- ☐ Updating the School's website as needed (WordPress) and managing all social media platforms
- ☐ Coordinating Board Meetings and logistics, including set-up, food ordering, agendas, and additional support
- ☐ Researching and managing grant proposals while tracking timelines and preparing required communication

Qualifications

- ☐ Demonstrated commitment to educational equity
- ☐ Ability to prioritize, organize, and meet deadlines
- ☐ Ability to work well with others and be flexible for varying demands
- ☐ Strong attention to detail and organizational skills
- ☐ Excellent organizational, writing, editing and research skills
- ☐ Demonstrated proficiency with data and financial information, strong ability to create reports and spreadsheets
- ☐ Ability to think strategically about communication objectives and plan for implementation
- ☐ Ability to speak with and craft messaging for multiple constituencies
- ☐ Familiarity with social media, digital marketing, and website maintenance
- ☐ Proven success with event planning
- ☐ Knowledge of web content and management systems, web analytics, and social media

Education and Work Experience

- ☐ Bachelor's degree required; advanced degree preferred
- ☐ At least two years of relevant experience is preferred

Start date: July 2024

Salary: The starting salary is based on several factors, including type and years of experience, education level, and expertise.

Contact both Director of Philanthropy and Community Relations, Jamel Keels jkeels@watersideschool.org and Executive Director, Joe Powers jpowers@watersideschool.org with a resume and cover letter to apply for this position.