



Assistant Head of School for Advancement

Roland Park Country School
Baltimore, Maryland

Roland Park Country School is a college-preparatory day school enrolling 584 students. The School offers a vibrant all-girls program K – 12 and a nurturing Reggio Emilia inspired Little Reds co-ed program for infants through 4-year-old children. Located across 24 acres of land in suburban Baltimore, the School prepares students to become lifelong leaders and learners.

RPCS is a genuinely supportive community full of spirit and tradition. Known for an intentional commitment to balancing innovation and tradition, RPCS offers a diverse, engaging academic program while equally prioritizing the social-emotional, athletic and artistic development of all students at RPCS. From the innovation lab to the dance studio, to the Leadership and Entrepreneurship and STEM Institutes, RPCS is consistently evolving in ways that garner support from alumnae, parents, grandparents, parents of alumnae, employees, and community partners.



We are many. We are one. These words are at the heart every decision made at RPCS. This is a School that understands that strong school communities are built when every child has access to incredible learning experiences and opportunities to actively discover and pursue unique passions.



**Carney
Sandoe**
& ASSOCIATES

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Assistant Head of School for Advancement

Reporting directly to the Head of School, the Assistant Head of School for Advancement is responsible for shaping and implementing strategic philanthropic and brand management efforts for the school. This individual will plan and manage fundraising, alumnae relations and related events and communications. While executing an overarching vision for successful philanthropic plans for the school, the Assistant Head of School for Advancement will work closely with the Head of School, other administrators, team members, the Board of Trustees, parents, alumnae and key stakeholders. The Assistant Head of School for Advancement will oversee a development team responsible for leadership/major gifts, annual giving, alumnae relations and giving, stewardship and planned giving. This individual will also partner with the Director of Communications and Director of Enrollment Management to ensure that clear, compelling brand promotion is central to the work in both departments. The Assistant Head of School for Advancement will serve as the lead institutional brand ambassador who will lead systematic, consistent and unifying efforts to communicate what differentiates RPCS in a competitive independent school market. This individual will be highly skilled at creating synergy within the School's efforts to create a vibrant philanthropic culture, communicate a strong, clear message about the unique strengths of RPCS, and achieve the recruitment and retention goals of the enrollment management team.



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Summary of Major Responsibilities with Regards to Development

- Working closely with the Head of School, collaborate on strategic thinking, budgeting, and school-wide planning to fulfill the School's mission
- Support the direction of the school under the leadership of the Head of School
- Hire, train, mentor and evaluate a team of highly skilled advancement professionals
- Manage the day-to-day activities of the advancement office, modeling collaboration to inspire the team's ongoing success.
- Secure major philanthropic gifts for the School
- Collaborate with the Head of School and the Board of Trustees to develop an ongoing and inclusive development and events strategy for the school's annual and major gift programs
- Partner directly with the Board of Trustees' Development Committee.
- Cultivate relationships with key stakeholders across the school, parent and alumnae communities and implement programs that will bring donations to the School through direct solicitation or by facilitating the solicitations made by the Head of School, Board members, and other stakeholders.
- Continue to build a culture of philanthropy across the RPCS community that simultaneously encourages engagement and promotes and celebrates volunteers and donors and meets ambitious targets
- Attend Board of Trustee and committee meetings to ensure that the advancement work for the school is integrated with Board level priorities
- Support the growth of alumnae giving by devising new ways to reach alumnae in order to develop a more diverse base of engaged alumnae. Attend and oversee the planning of alumnae events in person and/or virtually
- Expand the capacity for leadership giving across all stakeholders
- Oversee the continued growth and development of the Fund for RPCS
- Expand the formal planned giving program to widen and extend the current base of philanthropic support
- Ensure that ongoing prospect research, stewardship and data collection efforts are utilized to provide optimal support to the broader advancement efforts
- Represent the School within national and local professional advancement organizations



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Summary of Major Responsibilities with Regards to Communications and Enrollment Management

- Partner with the Directors of Communications and Enrollment Management to develop unique, authentic messaging across both departments.
- Ensure that all marketing and communications materials reflect the ethos, mission and strategic initiatives of the school.
- Oversee the communications department's use of print, electronic messaging, websites, social media, photography/videography, programs, and media relations to tell compelling stories that explain the School's benefits in a tangible way to its stakeholders
- Oversee the development of various communication strategies to ensure that prospective and current parents, alumni, faculty/staff, and friends of the School understand and are drawn to the visual identity of the school as well as compelling messaging and content
- Handle and oversee crisis communications as needed
- Manage the performance of communications and marketing department staff and the associated budgets for the department
- Maintain the School's brand and visual identity by leading graphic/signage initiatives.



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Essential Qualifications and Experience

- Strong loyalty to School leadership and institutional values
- Experience leading and mentoring a dynamic and successful advancement/development department
- Significant involvement in capital campaigns and major gifts programs that has required creating and executing unique giving and storytelling strategies
- Experience with brand management and innovative communication strategies
- Knowledge and experience with research, stewardship, and management of gift programs
- Strong written and oral communication skills, an eye for detail and a vision for selecting and utilizing compelling aesthetic choices
- Experience with successful and visionary communication strategies
- A compelling, passionate storyteller
- A track record of designing and building new initiatives while supporting existing programs
- Understanding of and commitment to equitable and inclusive practices, both as a leader and within philanthropic strategies
- Ability to assimilate and communicate complex information succinctly and persuasively both verbally and in writing
- Ability to lead and mentor a team of highly accomplished professionals, challenging them to further develop their skillsets
- Well-developed interpersonal skills that inspire trust, confidence, and credibility with all constituencies



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Desirable Qualifications and Experience

- Education to MA level
- Experience in an educational environment
- Understanding of basic US and UK charity law
- Experience and understanding of American/independent educational practices
- Experience and understanding of international school climate and constituencies

Interested Persons Contact

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All inquiries and nominations are kept confidential.

Roland Park Country School does not discriminate on the basis of age, gender, religion, race, color, sexual orientation, gender identity, genetic information, disability, or national or ancestral origin in the administration of its educational policies, scholarship and loan programs, athletic and other School-administered programs, or in the administration of its hiring and employment practices. The above information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job.



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