



Forest Hills

Lutheran Christian School

Job Description – Director of Community Engagement

(rev. 2023)

At Forest Hills Lutheran Christian School, we consider it a joy and privilege to serve our K-8 students, families, and our community. By creating an environment of support and structure, each of our dedicated faculty and staff assist in the development of the whole child – body, mind and spirit – in order to equip our students to be servant leaders in the world, and heirs of eternal life. We love Jesus and He is woven into everything we do. We are building the kingdom of God through quality Christian education. This isn't just a job, it's our calling and passion.

Job Overview

The Director of Community Engagement collaborates with the Principal to carry out the school's mission and vision. This role is multifaceted, including donor development, recruitment, public relations, and marketing.

Qualifications

- Is a Christian role model in attitude, speech, and actions toward others.
- Bachelor's degree in marketing, non-profit management, communications, or a related field and 3 or more years of experience in a marketing and/or development position. Past experience in a school is preferred.
- Strong communicator in both written and verbal skills.
- Ability to maintain confidentiality.

Assignments

A. Donor Development

- Work with the Principal to develop and execute a fundraising plan.
- Identify and cultivate new major gift prospects, with an emphasis on connections within the community. Establish and manage a schedule of donor cultivation and gift solicitation visits, especially among community leaders, church friends, key alumni, and parents.
- Foster relationships with current donors to keep them informed of the school's mission and progress and to secure financial support.
- Manage a portfolio database of donors and donor prospects.

B. Recruitment

- Work with the Principal to develop and execute a recruitment plan.
- Collect and analyze demographic data and report on trends.
- Manage a database of inquiries and prospective students.
- Conduct recruiting events on and off campus, including tours.

C. Public Relations

- Create a positive impression of FHLCS through identifying and engaging contacts with community organizations, individuals, and attend relationship-building events.
- Provide information and updates that WLSA churches can share with their members to keep them informed.
- Develop relationships with other Christian churches in the surrounding area.
- Be an active school representative on community social media pages.
- Participate in school events including, but not limited to, the Back to School Bash, Grandparent's Day, Christmas Event, and Spring Event.

D. Marketing

- Work with the Principal to develop, maintain, and implement the school's marketing plan.
- Manage website and social media.
- Oversee branding, image and consistency of messaging in all organization materials.
- Market the school in venues where visibility can be created, such as parades and local markets.

Additional Information

There may be other duties assigned to this position.

Accountability

The Director of Community Engagement is accountable to, and will report regularly to, the Principal. An annual performance review will be conducted by the Principal.

Work Hours, Benefits, Salary

- This position is full-time, 12-month, salaried, and exempt, working 40 hours per week on-site and in the community. Additional work time and/or occasional evening and weekend hours may be required.
- Hours are 7:30 a.m. - 4:00 p.m. daily, when school is in session.
- This position qualifies for retirement, disability, life insurance, and health insurance. Employees are vested after 5 years.
- This position qualifies for a tuition discount for employee's children attending FHLCS.
- Annual salary depends on experience. The current salary range for this position is \$40,000-\$45,000.