

DIRECTOR OF ADVANCEMENT AND COMMUNICATIONS SEARCH

BERMUDA CENTRE FOR CREATIVE LEARNING

Hamilton, Bermuda

www.bccl.bm

Start Date: July 2024



**Carney
Sandoe**
& ASSOCIATES

CARNEYSANDOE.COM

Mission Statement

BCCL's mission is to empower students, providing a personalized and flexible learning environment. that focuses on students social, emotional, and academic needs. The BCCL Team understands that families may be faced with considerable stress due to the lack of options for their child and offer support where needed.

At a Glance



Established
2015



Enrollment
53



Student-teacher ratio
6:1



Faculty with advanced
degrees
36%



Students of color
75%



Total faculty
22



Financial aid awarded
\$218,694

Students receiving aid: 44%

Annual operating budget: \$2M



Overview

The Bermuda Centre for Creative Learning (BCCL) is a private school, recognized by the Bermuda Ministry of Education for children beginning age six. BCCL is the only school in Bermuda that exclusively enrolls students who think and learn differently and have been assessed or diagnosed with dyslexia, or other language-based learning differences and/or attention deficit hyperactivity disorder (ADHD).

BCCL follows the U.K. National Curriculum and incorporates the International Primary Curriculum (IPC) and the International Middle Years Curriculum (IMYC). The IPC and IMYC integrate core subjects through project-based learning. Teachers personalize students' learning, continually tracking concepts they retain so students can move year levels when they are ready throughout the school year.

BCCL aims to hire qualified degreed teachers who can provide a specialized approach to meet the needs to their students who are often three or more grade levels behind. Through BCCL's Teacher Mentorship Programme, newly degreed teachers are mentored and work alongside a master-level teacher to grow their skills in classroom management, data and assessment tracking, social-emotional learning, communication with families, specialized therapeutic intervention services, and delivery of curriculum.

BCCL incorporates a holistic approach to education which includes incorporating a school-wide Social-Emotional Learning Action Plan. By focusing on the whole student's experience – core to BCCL's teaching philosophy – BCCL fosters positive relationships among students, their families and teachers, builds self-esteem, and emphasizes wellness; ultimately creating an overall feeling of well-being within the school community.



Position Summary

The Director of Advancement & Communications, a newly created position, is a senior leadership role that will report directly to Bermuda Centre for Creative Learning Foundation Board of Directors, collaborating closely with the Head of School. The Director will maintain responsibility for the development and implementation of a comprehensive fundraising programme, with a significant focus on major gifts fundraising, to provide the financial resources necessary to support the organization's mission and the three-year **THRIVE INITIATIVE: STRATEGIC PLAN (2023-2026)**. This individual will implement strategies that promote long-term sustainable growth and deepen the organization's relationships with existing and new donors. The Director will also play a critical role in expanding external communication channels where BCCL stories of impact will be shared.

Essential Responsibilities

Advance the organization's fundraising strategy and actively engage in major gifts fundraising:

- Commit to an ambitious growth plan for fundraising year-over-year leading and managing all cultivation, gift request, and stewardship activities to support a three-year strategic plan.
- Maintain an active portfolio of major donors and grow relationships with existing donors, parents, alumni, and community members through one-to-one visits and appeals.
- Work directly with the Board of Governors to recruit and managing the Advancement Committee, along with developing a Case for Support based on the THRIVE INITIATIVE: STRATEGIC PLAN (2023 – 2026).
- Manage the budget for all fundraising and communication efforts along with the Director of Finance and Operations.
- Prioritize fundraising for bursaries.



Prospecting and planning:

- Develop and manage a highly focused three-year Development Plan.
- Establish an Alumni & Volunteer Engagement Programme, recruiting and managing volunteers.
- Identify and track fundraising metrics on a year-to-year basis.
- Build and sustain prospect pipelines that incorporate both major and annual gifts.\
- Establish weekly meetings with internal team members to share progress on communication and fundraising efforts for increased awareness.

Support the communications function:

- Expand awareness and communication through volunteer opportunities, partnerships with schools and The Bermuda Ministry of Education, fundraisers, and multimedia engagement.
- Oversee strategies and plans for digital engagement (including web pages, event websites, social media, and e-communication and solicitations).
- Provide creative messaging for the entire fundraising cycle through marketing campaigns, annual giving, events, stewardship, and communications; ensuring the message points and media choices are targeted to segmented audiences while highlighting impact stories.
- Collaborate with the team for storytelling efforts to incorporate success stories, testimonials, and impact metrics into the broader communications plan.
- Collaborate with school leadership on communication strategies for other aspects of the business (e.g., recruitment, education, advocacy) and ensure communications align with organizational priorities.

Qualifications and Personal Attributes

- A minimum of a Bachelor's degree.
- A minimum eight years of fundraising experience, with team management experience and progressive roles working with charities and demonstrable experience in major gifts fundraising, donor relations, stewardship, and development communications.
- Experience working directly with Boards.
- Willingness to regularly travel to meet with donors and alumni.
- Experience in developing strategic plans and implementing these plans successfully.



- A high level of organizational and problem-solving skills and innovative approaches to successfully manage and coordinate multiple projects.
- Demonstratable experience with project management and organizational development.
- Ability to lead, inspire, and motivate volunteers and staff.
- Excellent verbal and written communication skills.
- Computer proficiency in Microsoft Office products required.
- Knowledge of social media preferred.
- Management or leadership experience with a philanthropic fundraising team is preferred.
- Management or leadership experience in independent schools is preferred.
- Philanthropic campaign experience is preferred.
- Clean criminal record.
- Willingness to work occasional nights and weekends.
- Available to work primarily on site with flexibility.

About Hamilton, Bermuda

Hamilton is a bustling, picturesque harbor city filled with jewel-toned shops and restaurants, museums, galleries, and gardens. It is also a hub for local and international businesses.

Bermuda is an archipelago of 21 square miles made up of seven main islands and a multitude of smaller islets with an average width of one mile. Bermuda's population is approximately 62,000. Bermuda has a subtropical climate, with mild winters and summers and is well known for its lush flora and pink-sand beaches. The island has more golf courses than anywhere else in the world per capita, and residents and tourists enjoy a range of activities, from whale-watching and sailing to cricket and bicycling. English is the official language, but some Portuguese is also spoken.

L.F. Wade International Airport is the sole airport serving Bermuda. It is located in the parish of St. George's about seven miles northeast of Hamilton.

Learn More

Click on the links below to learn more about Bermuda Centre for Creative Learning.

[School Website](#)

[Annual Report](#)

[Language-based Learning Differences](#)



To Apply

Interested and qualified candidates are invited to contact the consultant in confidence. Candidates will ultimately need to submit the following materials as separate PDF documents:

- A cover letter expressing their interest in this particular position;
- A current résumé;
- A list of five professional references with name, relationship, phone number, and email address of each (references will not be contacted without the candidate's permission) to:

Jonathan Ball

Consultant

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