



CROSSROADS
SCHOOL FOR ARTS & SCIENCES

Director of Advancement

Crossroads School for Arts & Sciences
Santa Monica, California

Crossroads School for Arts & Sciences, a K-12 coed day school in Santa Monica, CA, believes in a progressive, developmental model of education. The School is as committed to the emotional and social well-being of every child as it is to strong academics. Further, Crossroads dedicates itself to helping young people become forces for positive social change. Crossroads continually strives to be on the cutting edge of education.

Crossroads was founded upon five basic commitments: to academic excellence; to the arts; to the greater community; to the development of a student population of social, economic, and racial diversity; and to the development of each student's physical well-being and full human potential. The three divisions of the School—Elementary, Middle, and Upper—create and deliver age-appropriate content and curricula that nurture the academic, creative, social, and emotional growth of every child.



**Carney
Sandoe**
& ASSOCIATES

Carney, Sandoe & Associates

The Search Group

200 High Street, Suite 610, Boston, MA 02110

T 617.542.0260 · F 617.933.3426

search@carneysandoe.com · carneysandoe.com

Director of Advancement

The Director of Advancement will lead the development, implementation, and fulfillment of Crossroads School's strategic initiatives and philanthropic goals. Reporting to the Head of School and a member of the Head's senior management team, the Director of Advancement oversees an accomplished 15-member operation which includes development, parent relations, alumni relations, and communications. The Director will serve as an active partner with the Head of School, Trustees, senior administration, faculty, staff, parents and guardians, alumni, and grandparents.

The Director of Advancement will provide senior level leadership to the Crossroads' \$110 million capital campaign, of which \$87 million has been raised. The focus of the final phase of the Worlds Unimagined Campaign is to raise \$33 million for the new Center for the Performing Arts: \$6.4 million to reach a \$54 million goal for the main theater building and \$27 million for a studio classroom building. Earlier phases of the campaign funded a \$20 million state-of-the-art science building; \$5 million to establish the Equity & Justice Institute; and \$15 million added to the financial aid endowment.



The Director of Advancement will attend and present at all Board of Trustees meetings and serve as the liaison to the Governance Committee and the Campaign Advisory Committee. They will oversee principal and major gift strategic planning, prepare and partner with the Head of School and key volunteers for solicitations and engagement and cultivation of donor prospects. As well, the successful candidate will work to maintain and enhance Crossroads' robust annual giving program, raising \$5.5 million annually.

Finally, the Director of Advancement will also work closely with their communications team and the Head of School to ensure that all communications, including the website, are well-coordinated and in keeping with the school's philosophy; oversee the coordination of alumni events, outreach, and giving, and in particular helping to increase alumni giving participation; and support their team in managing the scope and success of the myriad parent, faculty and/or community events. As a strategic partner to the Head of School and member of the leadership team, the Director of Advancement plays a key role in balancing the need to be an inclusive community while also understanding the need to cultivate and honor major donors.



**Carney
Sandoe**
& ASSOCIATES

Carney, Sandoe & Associates

The Search Group

200 High Street, Suite 610, Boston, MA 02110

T 617.542.0260 · F 617.933.3426

search@carneysandoe.com · carneysandoe.com



Primary Responsibilities

- Manage and direct the completion of the Worlds Unimagined capital campaign, including carrying a personal portfolio of 50 prospects, while also providing support to the Head of School and key board members in their fundraising roles
- Serve as a thought partner and sounding board for the Head of School, while also managing the Head's public role, insuring their participation at key events
- Create and present data-driven quarterly reports to the Board of Trustees on the capital campaign, annual giving, and other Advancement functions as necessary
- Working with the Director of Communications and External Relations, develop a communications plan to effectively market the Crossroads' unique progressive, developmental model of education
- Strengthen and grow Crossroads' alumni program, engaging alumni in the current life of the school, while increasing alumni support of annual giving and the capital campaign
- Form deep working relationships with the Director of Enrollment Management, the CFO and other senior leadership team
- Meaningfully engage current parents and guardians while strengthening and renewing relationships with alumni and parents of alumni
- In partnership with the Director of Development, continue to collect and analyze giving data, in order to increase annual giving and identify new major gift prospects
- Evaluate and mentor three direct reports: the Director of Development, the Director of Communications and External Relations and the Advancement and Operations Associate, while also making themselves available as a sounding board and mentor to the remaining Advancement staff
- Represent the best of Crossroads to both internal and external communities
- Stay abreast of best practices in independent school advancement through CASE/NAIS and through communication with peers at other schools



**Carney
Sandoe**
& ASSOCIATES

Carney, Sandoe & Associates

The Search Group

200 High Street, Suite 610, Boston, MA 02110

T 617.542.0260 · F 617.933.3426

search@carneysandoe.com · carneysandoe.com



Interested Persons Contact:

Jonathan K. Ball
Managing Associate
Carney, Sandoe & Associates
617-933-3450 (dir)
jball@carneysandoe.com

All inquiries and nominations are kept confidential.

One of Crossroads School's founding commitments is to developing a socially, economically and racially diverse student body. Crossroads is equally committed to supporting a vibrant and diverse workforce. Crossroads is proud to be an Equal Employment Opportunity and Affirmative Action employer; the School does not discriminate in employment on the basis of race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, marital status, sex, gender or gender identity, age or sexual orientation. People of color, women and individuals with disabilities are encouraged to apply.

The full-time equivalent salary range for this position is \$170,000 - \$245,000. The starting salary is based upon, but not limited to, several factors that include years of experience.



**Carney
Sandoe**
& ASSOCIATES

Carney, Sandoe & Associates

The Search Group

200 High Street, Suite 610, Boston, MA 02110

T 617.542.0260 · F 617.933.3426

search@carneysandoe.com · carneysandoe.com