



## DIRECTOR OF ADVANCEMENT

Keys School | Palo Alto, California

Reports to: Head of School

Employment: Full-time, salaried, exempt

### School Overview:

KEYS SCHOOL is an independent co-educational K-8 school across two campuses in the heart of Silicon Valley. Founded in 1973, the school is a pioneer in the field of social and emotional learning, and fundamentally believes that growing emotional intelligence is integral to academic success, peak performance, and the achievement of a fulfilling life. The school's mission echoes this charge: *"Keys School challenges students to develop a keen intellect and a generous spirit, to advocate for themselves and others, and to honor curiosity and reflection in an increasingly hurried world."* The pursuit of academic excellence – including the risks students must take to achieve such excellence – is possible only with the intentional development of trusting relationships between students and teachers, and between students and peers. As such, the environment at Keys is a remarkably supportive one, in which each child's strengths, needs, and interests are known and appreciated. Teachers forge strong bonds with their students and work together to foster an atmosphere where students thrive.

Keys understands that a diverse community is the cornerstone of a strong education, and valuing relationships and growing an inclusive community are two core elements of the school's mission. Keys' Inclusivity and Diversity Statement charges all community members to *"Know and be Known. Listen and be Heard. Dive in"* to create a more equitable and just world.

### Position Summary:

The Director of Advancement is responsible for creating and implementing strategic philanthropic marketing and communication efforts at the school. The Director reports to the Head of School and is a member of the Senior Leadership Team. The Director partners with the Head of School and the Board of Trustees to ensure that all philanthropic efforts and priorities align with and champion the school's mission.

Responsibilities include oversight of all activities related to fund-raising including, but not limited to, the annual fund, capital campaigns, major gifts, institutional events, cultivation, stewardship, and emerging alumni initiatives.





## DIRECTOR OF ADVANCEMENT continued

### What You'll Do:

*Examples of the Director of Advancement responsibilities include, but are not limited to:*

#### **Fundraising**

- Design and implement short-term and multi-year development plans to ensure the school meets its strategic revenue goals and objectives for annual giving;
- Cultivate relationships with key stakeholders across the school, parent, and alumni communities, to establish and strengthen ties that will bring donations to the school;
- Oversee endowment fundraising by evaluating, planning, and implementing solicitation for endowments;

#### **Communication and Brand Management**

- Oversee communication and marketing strategies including website, annual report, social media, digital communications, photography/videography, weekly communications to parents, media relations, and more;
- Work closely with the Director of Communication and the Director of Admission to ensure that all marketing and communication materials reflect the school's mission and emphasize Keys' commitment to diversity, equity, inclusion, and social justice through consistent application of anti-bias, anti-racist, and culturally competent lenses;
- Ensure the intended audience can understand and be drawn to the visual identity of the school as well as the compelling messaging and content;
- Organize and advise the school's Welcome Committee, a team of parent volunteers;

#### **Volunteer Management**

- Manage and oversee parent volunteer involvement in the Keys School Association (KSA) and Development activities to ensure alignment and collaboration between KSA, Administration, and the Board;
- Direct activities of the KSA Executive Committee and provide strategic guidance to help them guide Room Parents, event Co-Chairs, and all community volunteers as lead community advocates;

#### **Leadership**

- Hire, train, mentor, and evaluate a professional, dynamic Advancement team which may include the Director and Assistant Director of Development, the Director and Assistant Director of Communication, and the Assistant Director of Advancement. Maintain communication and oversight of this team through regular meetings focusing on both strategic and logistics-level initiatives;
- Promote a culture of inclusion in philanthropy, marketing, and community-building programs and events;
- Maintain a collaborative relationship with peers outside of the School in order to be informed of advancement trends and best practices;
- Attend Keys events and activities to foster authentic relationships, pride, and excitement for a Keys education, community life, and values.





## DIRECTOR OF ADVANCEMENT continued

### What You'll Need:

#### *Skills, Qualifications, Experience, Personal Qualities:*

- Bachelor's degree and 5-7 years related professional experience, preferably in an independent school or higher education setting.
- An impressive, proven track record in fundraising success, major gift solicitation, and capital campaign experience.
- Outstanding oral and written communication skills.
- Experience living and leading diversity and inclusion initiatives, skill in building inclusive communities, and the ability to respectfully navigate diverse cultural and social situations.
- Capacity to pivot and adapt to change, take initiative and be self-directed while working independently, and communicate and meet deadlines.
- Strong commitment to the school's mission and values particularly diversity, equity, inclusion and social justice.
- Facility with and a growth mindset towards learning and managing CRM, database, and email marketing platforms, including willingness to try new tools not necessarily designed specifically for schools.
- Occasional availability to work evening and weekend special events as needed.

### Who You Are:

- You are a team player who *thrives in collaborative environments* with the *ability to motivate, inspire, develop, and work with a diverse group* of teachers, leaders, staff members, and community members. You're *committed to continuous improvement*, see feedback as a positive, and have a *growth mindset*.
- You are *dedicated to social justice work* and *recognize diversity, equity, and inclusion work as central* to the school's mission and your work;
- You are *innovative and a strategic thinker* working to make Keys School the premier independent school in the region.
- You have *meticulous attention to detail and strong organizational skills*; you have strong management skills and are positive and resilient in the face of challenges.





### To Apply

Interested and qualified candidates should submit electronically in one email and as separate documents (preferably PDF's) as attachments, the following materials:

- A cover letter
- A current resumé
- A list of two professional references with name, phone number, and email address of each (references will not be contacted until a serious mutual interest is established, and not without the candidate's permission)

#### Send application to:

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

#### Other information:

Keys School is an Equal Opportunity Employer. Qualified applicants are considered for employment without regard to age (40 and older), race, color, ancestry, religion, gender identity & gender expression, national origin, disability: physical or mental, sexual orientation, citizenship status, sex (including pregnancy, childbirth, and related medical conditions), medical condition, AIDS/HIV, genetic information, marital status, military or veteran status, political affiliations or activities, and status as a victim of domestic violence, assault, or stalking. For more information on the school, please visit [keysschool.org](http://keysschool.org)

