

Development Coordinator (Part-Time)



The goals of the Development Coordinator are to assist the School Administration and Society, facilitate communication with the MSCS school community and supporters, develop and implement marketing strategies, oversee events and fundraising. The Development Coordinator reports to the Executive Director.

Key responsibilities include:

Communication

- Assist the Executive Director and supports School Administration:
 - External communications to the School Community
 - Bi-weekly memos
 - Event Reminders
 - Mailouts to alumni and donors
 - Newsletters
 - Invitations to special events and fundraisers
 - Facebook posts and Social Media presence
 - Website
 - Ensure that the calendar is up to date
 - Ensure that website content is current and up to date
 - Oversee the school blog
 - Atrium PowerPoint
 - Updated bi-weekly with current pictures and school information

Marketing

- Yearly Marketing Plan and Budget
- Digital Marketing
 - Responsible for creating and administering content on all social media platforms, such as Facebook, Instagram, to build an audience and ensure engagement.
 - Setting up and optimizing Google AdWords campaigns or other PPC advertising.
 - Monitor site metrics, respond to reader comments, and oversee creative design.
- External marketing of school
 - Promotional and Marketing Material development
 - Newsletters
 - Development and production

Fundraising & Events

- Oversee all product fundraisers
 - Establish and maintain fundraising campaigns that run through the year, including Hot Lunch Program
 - Liaise with the Volunteer Fundraising Lead if applicable
- Major Celebrations or Milestones – typically every five years
 - Oversee all major celebrations and milestones, for example, Mortgage Burning, School Birthday/Anniversary
- Main Event Fundraiser – typically every other year

- o Oversee and organize the main fundraiser with a volunteer committee, for example, Sweet Interlude
- o Engage alumni and major supporters in the fundraiser

Administrative

- School Yearbook
- Assist the Executive Director and Admissions Coordinator:
 - o Implement the Strategic Plan
 - o Provide administrative help using Salesforce
 - o Work collaboratively with school administration
 - o Other duties as assigned
- Build and maintain trusting relationships with internal and external stakeholder groups including administrators, teachers, students, alumni, parents, staff, donors, volunteers, churches, Society Board members and other Christian school administrators

Qualifications:

- Previous experience in marketing, with the proven ability to assess and determine a match with the mission and vision of an organization or educational institution, is an asset.
- Understanding of marketing elements (including traditional and digital marketing such as SEO/Social media etc.) and market research methods, is an asset.
- Demonstrable experience in marketing data analytics and tools, is an asset.
- Demonstrated success with regards to:
 - o Interpersonal skills – the ability to connect with people, build trust and maintain relationships
 - o Communication skills, including listening, oral, non-verbal, written and editing
 - o Organizational and time management skills
 - o Conflict management skills
- A relevant post-secondary degree, college diploma or an equivalent combination of education, training and experience
- Experience with Administration in a Christian school environment is an asset
- Strong
 - o teamwork orientation
 - o problem-solving skills
 - o Computer skills
- Self-starter, highly motivated, flexible, ability to work independently
- Committed to the mission, vision and statements of faith of MSCS
- Proven ability to maintain confidentiality and integrity in a school setting

Additional Information:

To support the Faith-Based Vision of the school and the Society, the applicant should *also* possess:

- Provide a Statement of personal Christian Faith detailing a commitment to Christian Faith and education, with an accompanied letter of Pastoral reference (required).

In order to maintain a safe and secure working environment, applicants new to The Mennonite Educational Society Of Calgary must provide:

- Criminal Record Check, including vulnerable sector check from Local Police Service or RCMP detachment;
- Social Insurance Number (SIN) card or document issued by Service Canada; SIN card/document must be in current legal name. Name on SIN card/document must match your Government Issued ID and Criminal Record Check;
- Government issued ID - valid driver's license, valid passport or Nexus card.

Please ensure you attach the following documentation to your application:

- Cover letter directed to John Lucas, **Executive Director, Menno Simons Christian School** ;
- Resume summarizing training and experience;
- Copy of your personal Statement of Christian Faith;
- Copy of your Pastoral reference letter;
- Minimum of three professional references.
- Applications can be submitted to executivedirector@mennosimons.ab.ca

We thank all those who apply, but only those candidates selected for an interview will be contacted.

By virtue of the submission of an application, the applicant agrees that the Executive Director or designate can contact previous employers for the purpose of conducting confidential reference checks whether or not the applicant has listed a reference for that employer.

The job posting will close on Friday, February 14, 2025.