The Orchard School
Indianapolis, Indiana

www.orchard.org

Director of Institutional Advancement

FT/PT: Full-time; 12-month position

Status: Exempt (Salaried)

Reports To: Head of School

The Orchard School
Founded in 1922, Orchard is an independent, non-sectarian, progressive school for 550 students in preschool through the 8th grade. Orchard is committed to advance each student's academic success, self-confidence, open-mindedness, ethical character, leadership, and love of learning. Located in northern Indianapolis on a 43-acre, wooded campus with a state-of-the-art facility, Orchard promises academic excellence through a well-rounded education, engaging the natural curiosity of students in an active, child-centered, and experiential learning environment. We seek and strive to maintain a diverse and inclusive school community and are committed to the principles that promote diversity, equity, and inclusion. We value the skills, knowledge, and experiences a diverse workforce brings to our school.

The Position

The Orchard School seeks an experienced, creative, and energetic Director of Institutional Advancement to inspire and lead a dedicated team of advancement professionals at an exciting time in our school's history. As we approach the public phase of a capital campaign and continue to build upon the success of our integrated admissions and marketing work, Orchard's next Director of Institutional Advancement will be a key member of an innovative and joyful school community that understands the strategic importance of advancement. The Director of Institutional Advancement is a member of the school's senior administrative team, and in addition to supervising the advancement department, s/he will support our overall institutional initiatives by actively engaging
faculty, staff, parents, alumni, trustees, and governors in our shared work around development, admissions, and marketing.

This is a full-time, 12-month administrative position reporting directly to the Head of School.

Particular domains of responsibility include:

General:

- Facilitate the work and goals of the development, admissions and marketing staff to ensure the school is articulating the value proposition externally and internally with one unified voice.
- Serve as staff liaison for Institutional Advancement to the Board of Trustees.
- In collaboration with the senior administrative team, identify priorities and develop strategies for the school.
- Create a culture and environment that encourages inclusiveness and teamwork.
- Plan and conduct yearly Advancement staff retreat and weekly staff meetings to generate and implement clearly defined goals and objectives.
- Set direction and support goals for each member of the Institutional Advancement team.
- Ensure that job descriptions are clear and that annual reviews take place for the benefit of the staff and departments.
- Supervise the management of appropriate cost center budgets.
- Ensure compliance and accuracy of all record keeping.
- Ensure compliance with all applicable regulations and laws and with relevant best practice standards.

Admissions:

- Provide leadership in enrollment management, which includes admission, marketing, and recruitment and directs the process of attracting, enrolling and retaining students at the Orchard School.
- Regularly evaluate admission outreach strategy and ensure that The Orchard School is reaching its targeted audiences.
- Work with the School’s CFO, HOS and Admissions Office to ensure the flexible tuition program and budget is being administered strategically, prudently and creatively to further the enrollment goals of the school.
- Help develop and coordinate ongoing events and services to support new families.
- Maintain statistical trend data and present ongoing analysis and confidential reporting on admissions trends such as diversity, enrollment, withdrawal, and financial assistance trending.
- Working in conjunction with the senior administrative team, set annual admission goals, in accordance with the school’s mission to promote diversity in the student body.
Development:

- Provide strategic oversight of the Development Office’s annual plans for alumni and parent relations, annual fund, capital campaign, stewardship and gift planning.
- Oversee the successful execution of the capital campaign.
- Facilitate the Development Office’s development of comprehensive goals and prioritization of annual and multiple-year development plans.
- Ensure the Development office successfully implements a comprehensive giving plan, including capital giving, annual giving, estate planning, and grant utilization, designed to achieve the institution’s immediate financial objectives, as well as position the institution for long-term success.
- Foster a culture of philanthropy throughout the institution, and ensure institutional systems, policies, and procedures support an effective fund development program.
- Ensure all philanthropic and fund development activities are carried out in keeping with the institution’s values, mission, vision and plans.

Marketing:

- Ensure the implementation of a comprehensive long-range marketing plan, with annual review and evaluation.
- Oversee all electronic communications and web-based outreach for The Orchard School.
- Monitor the planning and production of all external school publications.
- Coordinate departments to evaluate current marketing strategies to determine the most effective methods of disseminating key messages to target audiences.
- Ensure that the marketing and PR initiatives support the promotional needs of the school.

Required Qualifications and Attributes

- A bachelor’s degree; advanced degree or certifications are preferred
- Three years minimum of comprehensive professional advancement experience with strong quantifiable results at an educational institution
- Excellent verbal and written communication skills
- Facility with technology and online platforms, including databases, information management systems, and social media
- A passion for the mission and vision of The Orchard School
- Value and embrace diversity
- A capacity to multi-task, be flexible, be organized, and implement efficient and effective systems and processes
- A capacity to lead and inspire others, including constituents, direct reports, peers, and supervisors
- An ability to collaborate with multiple departments and lead complex projects
- Ability to be an inspiring spokesperson for the school in all settings
- Ability to model high ethical and professional standards
- Forward thinking and flexible
Benefits

The Orchard School values our employees and offers a total compensation package designed to attract and retain talented individuals who make our school successful. Benefits include:

- 30 paid vacation days
- 11 paid personal days
- Health, dental, and vision insurance
- Retirement Savings Plan
- Tuition reimbursement
- Employer paid life insurance
- Employer paid long- and short-term disability
- Other benefits

Candidates should apply by sending a resume and cover letter to hr@orchard.org. Please place “Director of Advancement” in the email subject line.

Orchard values diversity and seeks talented students, faculty and staff from diverse backgrounds. Orchard does not discriminate on the basis of race, ethnicity, gender, sexual orientation, religion or national origin in the administration of its admission, tuition assistance, or employment determination.

_The Orchard School is a member of the National Association of Independent Schools and is accredited by the Independent Schools Association of the Central States._

_For more information about The Orchard School, please visit: www.orchard.org._