



## UNITY CHRISTIAN SCHOOL

### Job Description

Position Title	Director of Advancement
Location	Rome, GA. USA
Closing Date	Open Until Filled
Posting Type	Internal / External

### Basic Job Information

Reporting To	Head of School
Duration	Permanent Position
Hours of Work	40 to 50 hours per week
Travel	Maximum of 7 days per month

### Areas of Focus

To work as a leader within the Senior Leadership Team to help create an environment whereby Christ is first in all we do, and faith and discipleship of students are fully integrated with academic development. To help create a culture that naturally and readily accepts that academic development is a subset of discipleship and that developing students spiritually is as important as developing them academically. The Director of Advancement (DOA) will manage, coach, monitor and direct all development activities of Unity Christian School (Unity); including marketing and promotion, admissions and recruitment, the development and generation of multiple additional revenue streams, donor relations/development, foundation development, fundraising, strategic partnerships, advertising, promotion, and internet and social media strategy for Unity. The position will direct a team and the subsequent use of marketing tools to promote enrollment, student retention, logical business extensions, sponsorship and rental of facilities, and other assignments as deemed appropriate by the Head of School.

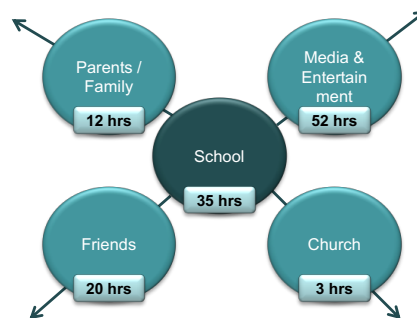
### Specific Responsibilities

1. Support and align the performance of the position with the Mission and Purpose of the school as stated in Schedule "A" attached.
2. Support and align the performance of the position with the discipleship outcomes listed and described on Schedule "B" attached.
3. Adhere to and behave in a manner consistent with the Statement of Faith as stated in Schedule "C" attached.

4. Adhere to and behave in a manner consistent with the Leadership Community Covenant and Lifestyle Statement as stated in Schedule “D” and “E” attached.
5. Help create a culture and environment where students accept God's gift of salvation and help them grow in their faith through your witness and Christian role modeling.
6. Optimizing and maximizing non-education revenue from sources including but not limited to:
  - a. Rental of Unity's facilities and equipment;
  - b. Sponsorship and advertising within and around the school's facilities;
  - c. Logical business and service extensions;
7. Optimizing and maximizing development funding and donations from efforts including but not limited to:
  - a. Annual giving program/Annual Plan;
  - b. Campaigns;
  - c. Fundraising Events
  - d. Foundations;
  - e. Planned giving program;
  - f. Corporate strategy;
  - g. External donor strategy;
  - h. Government grant programs (as applicable);
8. Leading and developing a dynamic team of marketing, enrollment, admissions, business development, database management, and fundraising personnel who will drive revenue to fund the efforts necessary to realize the mission and purpose of Unity;
9. Developing and implementing a plan that will create a linkage of influence between the school and the following (see figures below):
  - a. Parents and families.
  - b. Churches.
  - c. Friends of current students.
  - d. Media and entertainment used by students and parents.

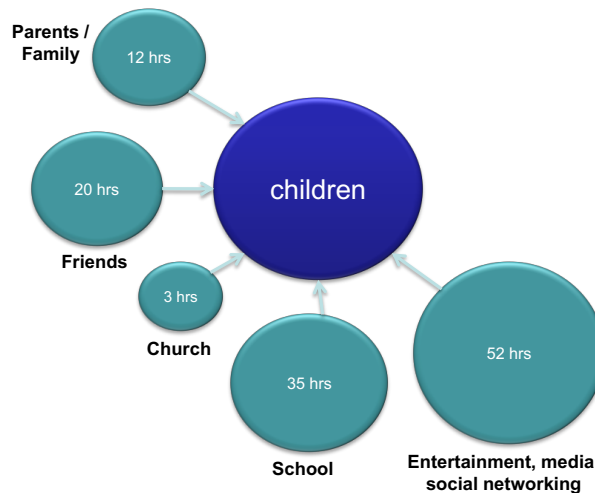
Supporting families and parents by providing seminars & workshops on relevant topics confronting families and youth in today's world.

Provide the 21<sup>st</sup> century classroom that equips and prepares kids to leverage technology & media in a God honoring way



Catalyst and environment for the development of healthy, authentic relationships based on worth in Christ

Resource center to senior and youth pastors. Collaboration on topics and themes most relevant for spiritual & Christ-like character development



10. The DOA is responsible for managing and overseeing all aspects of the revenue generation, fundraising, and development efforts of Unity;
  - a. Further developing, managing, and directing the enrollment effort of the school;
  - b. Further developing, managing, and directing the business development efforts of the school;
  - c. Further developing, managing, and directing the fundraising and development efforts of the school;
  - d. Further developing, managing, and directing the strategic initiatives effort of the school;
11. Engage the marketing, enrollment, revenue generation, and development staff in innovative approaches to foster excellence within their functional areas;
12. Development of plans, budgets, and reporting for all functional areas within the DOA's span of control;
13. Facilitate high-quality professional development of personnel;
  - a. Accurately identify and prioritize professional development needs;
  - b. Provide resources and time for personnel to advance professional development;
14. With the Head of School:
  - a. Develop strategies and long-range planning;
  - b. Develop mission-aligned Key Performance Indicators (KPIs) to ensure feedback and performance;
  - c. Preparation of strategic and operational plans;
15. Serve as an active member of the school's senior leadership team.
16. Reinforce the vision and mission with staff and inspire them to act on the mission every day;
17. As a team, convey energy, enthusiasm, and optimism in all interactions with the other departments, helping them to see that they are an important part of something greater than themselves;
18. Devolvement and monitoring of budget to individual budget holders;
19. Management, hiring, and termination of staff within span of control;
20. Annual Staff review process and general staffing matters;

## **Position Profile**

To successfully respond to the challenges of the role, the Director of Advancement will be a highly motivated individual with superior management and interpersonal skills and should represent as many as possible of the below-mentioned characteristics (both personal and professional experience):

- Be a devoted follower of Jesus Christ, demonstrating Christ-Like character and the Fruits of the Spirit;
- Strong understanding of the organization of Unity and a belief and passion for its mission and vision;
- An inspirational leader able to motivate staff to achieve objectives, operate with integrity, and aspire to develop an authentic Christ-like environment;
- Proven ability to develop and manage a senior development and marketing team;
- Proven ability to plan, initiate and complete projects on a timely basis, multi-tasking and prioritizing work, goal-oriented;
- A team player;
- A strong understanding of business requirement gathering and delivery of solutions that meet the defined needs of internal and external customers;
- Ability to prepare and manage departmental budgets;
- Strong relationship-building skills, and experience in development or high-level sales is considered an asset;
- Ability to work flexible hours;
- Engaging, friendly personality with a confident, outgoing, and positive attitude;
- Innovative and creative thinker, able to inspire others and encourage them in new pursuits;

## **Professional Qualifications**

The Director of Advancement will have the following qualifications:

- University degree in Development, Marketing, Business, Funds Development, or similar field;
- Strong leadership ability
- Minimum 7 years of experience in management, development, marketing, and/or sales management;
- Proven track record of success in senior development or marketing roles;
- Confident, driven, and dynamic leader;
- Entrepreneurial mindset with the ability to identify and seize opportunities;
- Superior verbal and written communication skills, and excellent interpersonal skills;
- Evidence of the practice of a high level of innovation and creativity

### **Operating Model**

- Co-operative Relationships: Head of School, Chief Financial Officer
- Participate in monthly Senior Leadership Team (SLT) meetings (as required);
- Participate in bi-monthly *One-2-One Meetings* with the Head of School to review priorities, opportunities, and issues;

### **Application Process**

If you fit the candidate profile and skill requirements outlined above and are interested in applying for this position, please e-mail a copy of your CV/Resume along with a cover letter to Jennifer Eddins at [JEddins@unitychristianschool.org](mailto:JEddins@unitychristianschool.org).

**Schedule "A"**  
**Unity Christian School – Mission and Purpose**

**Mission Statement**

To partner with Christian parents in the process of preparing their children to impact the world for Christ by pursuing their God-given potential in academics, leadership, and service.

**Purpose Statement**

Guiding students to discover their identity in Christ through biblical discipleship and academic excellence.

**Strategy Statement**

Cultivate critical thinking in students through biblically integrated learning experiences.

## Schedule "B" Discipleship / Spiritual Formation Outcomes

(The absence of the language of "true discipleship" in what follows is intentional, as it is apparent in the Scripture that discipleship is not a matter of degrees measured on some sort of spectrum or continuum. To be a believer is to be a disciple.)

*A disciple of Jesus Christ is an individual who has chosen to align their values, priorities, attitudes, behaviours and relationships with the example and teaching of Jesus as expressed in his life and as recorded in his Word and is committed to inviting others to the same journey.*

Throughout the history of Christianity disciples of Jesus have found themselves at odds with their contemporary culture's values, priorities, attitudes, behaviors, and relationships. Jesus predicted that this would always be the case. Discipleship is counter-intuitive to the unredeemed human mind and radically counter-cultural. Sadly, however, it appears that the gap between the ways of the world and the ways of contemporary disciples has never been smaller.

More specifically...our expected student outcome in the area of spiritual formation is as follows.

1. Students will understand the Gospel and their need for salvation.
2. Students will embrace the Bible as God's truth and roadmap for Life.
3. Students will explore their God-given talents and calling for life.
4. Students will know what they believe, why they believe, and be able to defend their beliefs.
5. Students will understand that we live in the church age and that attendance and support of a Bible believing church is scriptural.
6. Students will understand that the culture, world, and Satan will try to draw them away from their relationship with God.
7. Students will value human life and dignity, understanding that each person has value as an image-bearer of God.
8. Students will seek to emulate the character and teachings of Jesus Christ.
9. Students will make ethical decisions based on Scripture.
10. Students will cultivate a servant's heart to be used for God's purposes.
11. Students will be good stewards of the talents and gifts bestowed on them by God.
12. Students will recognize God as the creator, sustainer and ruler of mankind.

### The Character Traits of a Disciple of Jesus

A character trait is an internal motivation to do what is right regardless of the circumstances based on convictions that have been intentionally embraced and chosen as a guide to all of life. When an individual's character remains consistent across multiple social contexts that person is said to possess integrity. Integrity is the fundamental character trait of a disciple.

- Teachable
- Fruitful
- Single-minded
- Questioning
- Bold
- Selfless
- Wholehearted
- Compassionate
- Disciplined
- Authentic
- Joyful
- Patient
- Kind
- Loving
- Humble
- Curious
- Considerate
- Modest
- Reflective

**Schedule "C"**  
**Statement of Faith**

- We believe the 66 books of the Bible (39 Old Testament and 27 New Testament) are the inspired, inerrant and authoritative Word of God. (2 Timothy 3:16; 2 Peter 1:21; Hebrews 1:1-2)
- We believe there is one God who manifests Himself in three distinct personalities: God the Father, God the Son and God the Holy Spirit, but without division of nature, essence, or being. (Genesis 1:1; Matthew 28:19; John 10:30; Luke 3:22)
- We believe Jesus Christ is the Son of God who came down in human form, lived a sinless life, died on the cross, was buried, rose again and ascended to heaven to the right hand of God. (John 10:33; Isaiah 7:14; Matthew 1:23; Luke 1:35; Luke 1:26-34; Matthew 1:18-25; Hebrew 4:15, 7:26; 1 Corinthians 15:3; Ephesians 1:7; Hebrews 2:9; Mark 16:19)
- We believe in the Holy Spirit, whose ministry to the world is the conviction of sin, of righteousness, and of judgment and whose indwelling ministry to the saints is the empowerment to live a godly life, dedicated to serving Christ and His Church. (John 14:15-17; Romans 8:13-14; 1 Corinthians 3:16, 6:19-20; Ephesians 4:30, 5:18)
- We believe in the total depravity of man. Man is without mercy before God in his natural state. (Romans 1:21-32)
- We believe in the necessity of the new birth for salvation, which comes through faith alone in the Lord Jesus Christ and His finished work on the cross. (John 3:16-19, 5:24; Romans 3:23, 5:8-9; Ephesians 2:8-10; Titus 3:5)
- We believe in the reality of an eternal Heaven and an eternal Hell. (Matthew 25:46)
- We believe that the church is a body of born-again believers who meet together for worship, fellowship and evangelism. (Ephesians 5:25b-27)
- We believe in the return of Jesus Christ for all believers, dead, and alive. (John 5:28-29, 14-1-3; 1 Thessalonians 4:15-17)
- We believe in the sanctity of life and that life begins at conception. (Psalm 22:10 & 11; Psalm 139:13 & 15; Galatians 1:15; Matthew 19:18).
- We believe that marriage is between a man and a woman, and that sex outside of that relationship violates God's plan and law. (1 Corinthians 6:18-20; Ephesians 5:31-32)
- We believe that homosexuality violates God's plan and Law. (Romans 1:24-27; 1 Corinthians 6:9-11)
- We believe that God created mankind in two distinct and complementary sexes, male and female, and that transgenderism violates God's plan and Law. (Genesis 1:26-27; Matthew 19:4)

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Employee

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Date



**Schedule "D"**  
**Leadership Community Covenant**

**STATEMENT OF ETHICAL BEHAVIOR**

Unity Christian School is the result of a vision from the local churches and is built upon the person and work of Jesus Christ. We submit ourselves to be pleasing to and led by God the Father, God the Son, and the empowering presence of God the Spirit. As an employee of Unity Christian School, I hereby agree to live a life that is holy and pleasing to the Lord. This means I will strive to be the best so as to bring out the best in others.

- I will promote unity and not division. Things that are told to me go no further. Any issues regarding my job description, job performance, compensation, etc., which are discussed with the Chairman of the Board of Directors, any member of the Board of Directors and/or appropriate committees are not to be discussed with anyone else or a representative of mine until the appropriate time. Under no circumstances will I go to any other person with gossip, innuendo, complaints or information shared with me by others. I will further express my disapproval to others when they participate in such behavior. (Ephesians 5:8-11)
- I will faithfully attend a local church that agrees with the Statement of Faith.
- I will display no hint of sexual immorality, impurity, greed, obscenity, foolish talk or coarse joking in my life. (Ephesians 5:3-7)
- I will keep myself free from the abuse of tobacco, alcoholic beverages, and/or prescription or illegal drugs. I will not use tobacco, alcoholic beverages, or drugs at UCS or UCS events. I will not come to work or attend a UCS event having consumed alcohol within the last six hours. Neither will I promote or encourage the use of tobacco, alcohol, or drugs. The possession, sale, use, or distribution of illegal drugs are grounds for immediate dismissal. Unity Christian School is a smoke, alcohol, and drug-free campus.
- I will not discuss my salary or that of another employee with any other employee, with school parents, students, or other persons.

Failure to adhere to this policy will result in the immediate termination of my employment. I understand that termination also results in the loss of benefits, severance pay, salary and nullifies the employee's Work Agreement.

I understand the above statements and accept each as evidenced by my signature below.

\_\_\_\_\_  
Employee  
*Witnessed and Accepted by:*

\_\_\_\_\_  
Date

\_\_\_\_\_  
Administrator

\_\_\_\_\_  
Date

**Schedule "E"**  
**Lifestyle Statement**

**LIFESTYLE STATEMENT**

Unity Christian School is a religious, non-profit organization representing Jesus Christ through the local community. Unity requires its employees to be born-again Christians, living their lives as a Christian role model (Romans 10:9-10, 1 Timothy 4:12, Luke 6:40). Employees will conduct themselves in a way that will not raise questions regarding their Christian testimonies. A Christian lifestyle should reflect the biblical perspective of integrity, appropriate personal and family relationships, business conduct, and moral behavior. An employee of Unity is expected to demonstrate a teachable spirit, an ability to share love for others, a willingness to live contentedly under authority, and a commitment to follow the Matthew 8 principle when an issue arises with fellow employees or management.

Unity's Statement of Ethical Behavior expects employees to maintain a lifestyle based on biblical standards of moral conduct. Moral misconduct, which violates the bona fide occupational qualification for employees to be Christian role models, includes, but is not limited to promiscuity and homosexual behavior or any other violation of the unique roles of male and female (Romans 1:21-27, 1 Corinthians 6:9-20). Unity believes that biblical marriage is limited to a covenant relationship between a man and a woman.

Unity employees will maintain a lifestyle based on biblical standards of conduct. Failure to do so may result in a reprimand, or, in some cases, dismissal from employment. Unity's goal is that each employee will have a lifestyle in which "He may have the preeminence" (Colossians 1:18 NKJV).

I understand and accept the above statements as evidenced by my signature below.

\_\_\_\_\_  
Employee  
*Witnessed and Accepted by:*

\_\_\_\_\_  
Date

\_\_\_\_\_  
Administrator

\_\_\_\_\_  
Date