DIRECTOR OF ADVANCEMENT

Among rain forest trees in the heart of residential Victoria sits St. Margaret’s School, Western Canada’s only girl-centered, independent day and boarding school. St. Margaret’s School is a caring, inclusive community where students are challenged to pursue personal and academic excellence, use their voices, and enact change.

Founded in 1908, SMS is a school for girl-centered learning and leadership development, providing empowering STEM-X (STEM and experiential education) from JK to Grade 12 (boarding grades 7-12). A committed, high calibre staff, a beautiful campus, and an innovative, integrated curriculum create a nurturing environment that challenges students to achieve their academic and leadership potential.

SMS is at a crucial point in its development, with a new strategic plan, capital plan, a rejuvenated senior leadership group, and exceptional faculty and staff. SMS is therefore seeking a new Director of Advancement to continue to build its philanthropic and alum relations activities in pursuit of the strategic plan goals.

This is an incredible opportunity for an experienced professional who is keen to build and strengthen a program with tremendous potential. An energetic and driven individual with a passion for education will see this as an opportunity to:

- Take ownership of a nascent advancement program;
- Work with an excited Head and leadership team;
- Craft the Advancement plan based on fulfilling the new Strategic Plan goals;
- Leverage keen family interests in strengthening the success of the school;
- Set the stage for ongoing and future capital enhancements and projects, including possible capital and/or comprehensive campaign(s).

The following pages describe the role and SMS in more detail; see page 7 for application & enquiry information.

ST. MARGARET’S SCHOOL

SMS has a long-recognized history in the community of Victoria, beginning in 1908 when sisters, Edith and Isabel Fenwick opened the doors to young women and girls. The curriculum has changed significantly in the last 114 years, but St. Margaret’s remains to this day the only, girl-centered, independent school on Vancouver Island.
SMS offers a world-class education to 300 students beginning at Junior Kindergarten to Grade 12 with the additional benefit of a boarding option for students in the senior grades. Studies suggest that students who attend girl-focused schools benefit in lasting ways as learners and as individuals allowing them to achieve stronger self-esteem, greater self-confidence, broader leadership opportunities, and higher aspirations.

While many girls-focused schools have much in common, the SMS experience is distinctive and unique for several reasons. For instance, SMS is Canada’s first all-girls school to offer a STEM-X (Science, Technology, Engineering and Math) curriculum, with STEM and Experiential Learning at the core of the educational experience for SMS students. Experiential Learning means offering a curriculum that focuses just as much on content as it does on the delivery of the content, to give students different entries into the application of their knowledge.

SMS students’ learning and growth are further enhanced through personalized learning, student-driven leadership, an international student population, and enriching extracurricular activities. Further, interdisciplinary and experiential programs such as Global Learning, Outdoor Education and Mentorship, allow students to use their knowledge and abilities and apply them on international school trips and in exploration in the natural world. Students may also take advantage of the Program of Distinction (PoD) where they undertake studies in a chosen field of excellence, then write and defend a thesis in front of their community of teachers, students, and supporters.

Notable alum who have carried the pride of St Margaret’s School with them in their careers are Lynda Brown-Ganzert, Elizabeth Rogers among many others.

Boarding at St. Margaret’s School provides a unique opportunity to live and study in an urban-rural setting. Located on 22 beautiful acres, our campus is in a safe residential neighbourhood at the border of a rural greenbelt with access to walking and cycling trails. For a video campus tour, see https://vimeo.com/475587124.

St. Margaret’s is led by Sharon Klein, one of Canada’s most experienced and well-respected Heads of School. Prior to joining three years ago, Ms. Klein was the Head of School at St. George’s School in Montreal, Quebec, a leading progressive, co-educational school for Kindergarten to Grade 12, with more than 450 students. Prior to becoming Head of School, Ms. Klein was Deputy Head of Queen Margaret’s School in Duncan, BC for nine years. She has worked in both public and independent schools and holds the degrees of Bachelor of Education from the University of Regina and Master of Arts, Educational Leadership from San Diego State University. Ms. Klein is a member of the Board of Directors for CAIS (Canadian Association of Independent Schools). She has served on the CAIS Strategic Planning, Standards and Evaluation committees is a certified Fierce Conversations Facilitator and holds National Coaching Certifications in four sports. Ms. Klein is currently pursuing her Executive Coaching Certification through Royal Roads University.

For more information about the school, see https://www.stmarg.ca.
Strategic plan – SOAR

St. Margaret’s School is embarking on the first year of its five-year strategic plan – SOAR. This exciting, creative plan was developed through the collective partnership of students, faculty, families, alum, and the Board of Governors to ensure a bright future for St. Margaret’s. SMS’s strategic plan outlines a plan to support the vision of the school: Confident Girls. Inspiring Leaders. Creating a Thriving World.

The Plan is supported by four priority areas of:

- Powerful Programs
- Community & Culture
- Learning & Leading
- Resilient Resources

The school’s motto of ‘Servite in Caritate ‘— Service with Love remains at the foundation of this Plan. Notably, a key aspect of the plan for the Director is to “Develop a comprehensive strategic advancement plan that recognizes and celebrates “Service with Love” in all forms, whether it be giving time, talent, or funds.”

More about SOAR can be found here: https://www.stmarg.ca/strat-plan/

ADVANCEMENT AT ST. MARGARET’S

St. Margaret’s is grateful for its community of supporters – alum, family, faculty and staff, and friends - who share a vision of creating confident girls and inspiring leaders.

Having recently begun our annual campaigns, we are pleased with early results and in particular the significant increase in faculty and staff support for our efforts. Additionally several key alum and family supporters have provided for the school in a significant way during challenges brought on by the pandemic.

To date, the funding priority has been The Annual Fund, which supports the many needs within the school which are unforeseen and not covered by tuition. In recent years, the Fund has raised $75,000 annually. Last year’s Giving with Love Campaign raised funds for three areas: the Head’s Fund, Tuition Assistance, and Scholarships which in turn helped fund a woodworking design lab, funding to participate in a national climate action project, and expanded scholarships and bursaries for students in financial need.

SMS’s Campus Master Plan was approved in December 2021, articulating significant enhancements to the campus. These enhancements will be actualized with the help of philanthropic support from the school community of families, alum and friends. In the future, a STEM-X lab will be the most significant capital project for the school, as well as a tennis structure and performing arts centre.
A current priority project is the development of the “Living Classroom”, greenhouse, garden, and orchard. This living classroom will benefit all students and will involve growing facilities and teaching facilities with opportunities for students to learn by doing. This 61 x 27 ft structure will provide space for a class to learn about aquaponics, hydroponics, and soil growing methods and apply their knowledge to the garden. Beyond science and horticulture, students will learn about sustainability, food security, business, service, and supporting the community.

Alumnae Relations at SMS connects the global community to each other, and the school. Through a series of events, SMS Emerging Leadership Awards, Service with Love Awards, Spirit Magazine and the Alumnae Directory, SMS alum are welcomed and valued contributors to the SMS community.

These burgeoning successes and exciting ambitious initiatives lead us to believe in the great potential of our fundraising program given the right leader putting the right plans in place.

**SUMMARY OF RESPONSIBILITIES**

A key collaborator across school areas, the Director of Advancement works closely with the Head of School, the Board of Governors, and the Leadership Team in growing and nurturing the culture of philanthropy in the school community. The Director will work alongside the Communications, Enrolment and Finance Departments and will represent the school at a variety of events and activities within and outside of the SMS community.

More specifically, the Director:

**Advancement Portfolio Leadership & Strategy**

- Oversees strategic planning of all advancement initiatives; develop an Advancement strategic plan that aligns with the goals of SOAR, the school’s new Strategic Plan.
- Acts as the advancement lead and advocate across all SMS communities.
- Provides data-driven summaries and insightful strategic presentations to both the Head and Board.

**Fundraising & Donor Relations**

- Designs, implements, and manages, in collaboration with the Head of School, a comprehensive development program to successfully raise annual, capital, and endowment funding.
- Serves as the SMS chief advancement officer; develops and cultivates relationships with the school’s top prospects.
- Supports and guides the Head of School’s major gift donor cultivation, solicitation, and stewardship.
- Together with the Manager, Annual Fund & Alumnae Relations, oversees the annual giving program.
- Leads all strategies, planning, and execution of SMS’s major fundraising campaigns, including
case development, volunteer recruitment and training, donor engagement, and external consultant relationships as necessary.

- Coordinates the overall identification, cultivation, and solicitation of major donors.
- Engages the global SMS community by traveling to cultivate and steward relationships.
- Works closely with the Board, and other key volunteers on donor identification and cultivation.
- Develops appropriate and effective donor stewardship and recognition strategies and activities.
- Develops meaningful and warm relationships with the SMS staff and faculty, working to ensure a culture of philanthropy and transparency in fundraising efforts, goals, and needs.
- Ensures SMS has a robust and effective donor prospect research program.
- Establishes and monitors performance metrics, including fundraising targets.
- Develops planned giving opportunities, including overseeing, managing, and/or planning advancement events.
- Explores new best practices and fundraising trends and opportunities, and their applicability to SMS.

Alumnae Relations

- Leads oversight of Alumnae Relations working closely with the Manager, Annual Fund & Alumnae Relations.
- Develop and execute a robust Alumnae Relations plan, as part of the overall Advancement plan.
- Plays a leadership role fostering collaborations between alum and internal partners to optimize alumni engagement with the school.
- Encourages alum engagement as volunteers and as contributors to the school and seeks ways to leverage opportunities for the school’s graduates through the alum network.
- Builds connections between the students and alum, and facilitates pathways for meaningful alum participation, including as presenters, mentors, and connectors.
- Creates programming and identifies opportunities to interact with students to develop their role as future alum, including coordinating senior messaging and events.

School Leadership

- Embraces the mission and daily experience of SMS, becoming familiar with the school’s history, and living its vision and values.
- Is an advocate and champion of SMS’s values, and principles of diversity, equity, and inclusion.
- Provides engaging and supportive leadership of the Advancement staff, including but not limited to active coaching and mentoring, ongoing meaningful feedback and growth planning, and formal performance management.
- As a member of the school’s Leadership Team, participates in the overall leadership and management of SMS; ensures Advancement support for delivering the mission, strategic plan, and priorities of the school.
- Collaborates on advancement marketing and promotion strategies with the Communications and Marketing Director; partners to develop a strong fundraising brand, implement a digital and analog fundraising tools, and engage the greater community through thoughtful and regular communications.
- Represents the school on campus, in the community, and across the country to build a strong network of philanthropic support; speaks passionately about the mission, vision, and needs of the school in public appearances, speaking engagements, and digital formats.
- Works closely and in concert with the Director of Enrolment Management to engage new families when they join the SMS community.
Administration

- Creates and manages the advancement budget in coordination with the Chief Financial Officer and Head of School.
- Work with the Advancement Team to ensure the integrity of the Raiser’s Edge NXT Database.
- Assumes responsibility for all administrative aspects of giving including receipting and donor payments, delegating to team members and partnering with CFO as required.
- Ensures appropriate policies, procedures, and compliance with all relevant regulations and laws.
- Maintains accountability standards to donors and ensures compliance with code of ethical principles and standards of professional conduct for fundraising executives.

QUALIFICATIONS

- Significant experience in a fundraising leadership role, ideally in an independent school or not-for-profit organization.
- Knowledge of the independent school culture and environment, and/or a willingness to embrace them. Passion for the cause of a girl-centred educational philosophy.
- Experience building a program to success, through strategic planning and thoughtful execution.
- A broad-based generalist fundraising background, including but not limited to annual giving, staff/family campaigns, monthly giving, planning giving, and major giving. A strong understanding of the interactions and interdependence of each.
- Credible leadership in promoting a culture of philanthropy.
- Demonstrated ability to establish, develop, and maintain meaningful and authentic relationships with prospects, donors, parents, alum, volunteers, and other constituents to strengthen relationships and grow financial support.
- Experience motivating and managing high-profile volunteer leadership and senior executives.
- Extensive knowledge of Canadian fundraising principles and practices.
- Excellent organizational, analytical, and planning skills with an ability to prioritize and manage multiple tasks and a variety of demands.
- Self-motivated with the ability to work as a productive team member.
- Demonstrated excellent interpersonal, written, verbal communication and presentation skills.
- Commitment to maintain confidentiality and a high degree of accuracy in all the school’s donor records.
- Aptitude for the management and effective use of information systems within an advancement program, ideally including some combination of Raiser’s Edge NXT (or equivalent), the Microsoft Office suite, and Adobe Acrobat. Working knowledge of Google Products, Zoom, and the capacity to work on multiple platforms.
- Must be willing and able to work a flexible schedule and be able to travel.
- Exhibits a high level of energy and positivity, and approaches work with enthusiasm and humour.
- Post-Secondary degree or equivalent experience.
CANDIDATE PROFILE

- An enthusiastic, action-oriented “do-er”.
- Solution-oriented, sees possibilities and motivates others.
- A resilient builder who enjoys a challenge.
- Analytical balanced with intuition.
- Energetic, passionate, driven, creative.
- Authentic and engaging relationship builder.
- Confident and clear in directing, coaching, and supporting a keen Head of School
- Resourceful and creative; as the school’s subject matter expert, can use networks to find information needed.
- Team player; warm and friendly.
- Keen to engage in the life of the school.
- Inquisitive and curious; bold and assertive yet always tactful and gracious.
- Needs to be direct and confident and willing to put philanthropy at the front of discussions.

APPLICATION AND SELECTION PROCESS

Applications, enquiries, and nominations to the school’s search partner, the Discovery Group, are welcome.

Please contact Christoph Clodius, Vice President of The Discovery Group, at 604-836-1972, or christoph@thediscoverygroup.ca.

All submissions should be received by May 27, 2022.

Please send your submission in a single page pdf document.

The successful candidate will receive a fair and competitive wage, in the range of $120,000 – 140,000, six weeks’ holidays, and an excellent benefits package including extended medical/dental coverage, health spending account, pension plan, substantial tuition reduction for children, and professional development support.

We welcome applications from Indigenous persons, persons with disabilities, BIPOC and racialized individuals, persons of minority sexual orientation or gender identity, and others who may contribute to the school’s organizational diversity and who share the school’s values.
Victoria is a vibrant city with an exceptional quality of life. Residents enjoy our social life, arts and culture scene, easy access to nature, and a cutting-edge food scene. With cheaper housing and less congestion than other major cities in Canada, and some of the best weather, people seldom leave. Located on the southern tip of Vancouver Island, Victoria is BC’s capital city. With a regional population of about 380,000 residents, the Greater Victoria Area is the 15th most populous Canadian urban region – a big city with a small-town feel. As one of the most beautiful and photogenic cities in the world, we enjoy beautiful heritage architecture and a modern cityscape framed by stunning ocean views and mountain vistas.

The region is made for an active lifestyle. Outdoor recreational activities are boundless, and many people walk and cycle to work. Victoria may be surrounded by rainforest but is actually a lot drier than nearby Seattle or Vancouver. Home to the warmest winters in Canada, snow is uncommon in the city, allowing golfers, hikers, sailors, rowing, rugby, soccer, tennis, and gardening enthusiasts to play outside all year long. Along with the outdoors, there is a great selection of things to do in Victoria and environs. In addition to the Royal BC Museum, the Art Gallery of Victoria, and Butchart Gardens, there is a myriad of cultural attractions, festivals, and activities to enjoy. The food scene thrives here, with exceptional restaurants, outstanding brewpubs, award-winning spirits, and of course, an outstanding west-coast café culture.

Victoria has a diverse economy driven by small and medium sized business. Advanced technology is the leading economic generator, with annual revenues in this area exceeding $3.15 billion. Greater Victoria is also a major tourism destination, spawning an industry that has a regional impact of about $2 billion. Education, marine, construction, health, retail, and agriculture are other sectors steadily on the rise. As the capital city of the province and a Department of National Defence location, the public service is a large part of our economy.

Our education industry fuels much of the development of high tech and other knowledge-based industries, and the schools here provide a rich learning environment. In addition to the University of Victoria, our city has several other higher education institutions (such as Camosun College, Royal Roads University, the Victoria College of Art, and the Canadian College of Performing Arts), as well as excellent public and independent schools. World-class healthcare is provided by the Vancouver Island Health Authority, which operates local and regional hospitals, and oversees more than 18,000 health professionals, technicians, and support staff who provide excellent care and services.

Travel to mainland Canada and USA is simple, either by ferry (a scenic 90 minutes to the mainland), or by air via Victoria International Airport or Victoria Inner Harbour Airport (a 30-minute flight to Vancouver). Victoria is also exceptionally well-connected to the west coast’s network of smaller islands for day trips or longer getaways. For a visual overview of Victoria, see https://www.tourismvictoria.com/.