

# LESA Personnel Position Description

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Revised 10.14.2022

**Position:** Director, Fund Development & Marketing

**Classification/Hours:** Exempt, Full-time (including some evenings and weekends)

**Reports To:** Chief Executive Officer

**About us:** Lutheran Elementary School Association (LESA) is a consortium of Lutheran schools in the metropolitan St. Louis area who work collaboratively to support and enhance Lutheran education as they serve children and their families in their own unique location. LESA provides financial resources for children in need to obtain Lutheran Christian education. We advocate and support efforts to improve the sustainability of quality Lutheran Christian schools in the metro St. Louis area.

**Position Summary:** Primary responsibilities are threefold: 1) develop and implement strategies in collaboration with LESA's Board of Directors, Fund Development and Marketing Committees, and staff to achieve revenue goals established in the Association's strategic plan, 2) raise exposure of LESA as a supporting partner in the St. Louis Lutheran education ministry and of Lutheran schools as an educational option for families in the St. Louis metro community, and 3) work with LESA Board and staff to build and maintain relationships with LESA members and the Lutheran and general metro-area St. Louis communities in order to sustain and advance LESA's mission.

## **Primary Duties:**

- Communicate, plan, and work closely with the LESA Board of Directors, CEO, and staff to advance LESA's mission and the mission of Lutheran education in the St. Louis region
- Establish a Fund Development Plan and a Marketing Plan and set annual goals for each with the LESA Board of Directors and CEO
- Develop strategies and activities in concert with the Fund Development and Marketing Committees, LESA staff, Advisory Council, and member schools to execute the Development and Marketing Plans and manage the execution of projects and programs to achieve the established goals
- Develop and manage a budget for fund development and marketing programs and activities
- Maintain LESA's donor database on a professional donor management system
- Facilitate the design, content, and distribution of fund development and promotional materials and communication
- Expand LESA's Planned Giving and Annual Giving programs in concert with the CEO, Board and Fund Development Committee members
- Create and send written donor acknowledgements that meet IRS requirements for financial and in-kind contributions

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- Develop and cultivate relationships with potential and existing donors and sponsors (individual and business/corporate), Lutheran congregations, and administrators of member schools through personal contact, presentations, meetings, events, and other intentional outreach
- Coordinate and execute all components of fundraising events, including, but not limited to, a spring dinner-auction and fall festival event
- Prospect and develop relationships with foundation/corporate funding sources and prepare grant proposals and reports in collaboration with staff, as appropriate to the funder's focus area, and maintain a calendar reflecting grant cycles and deadlines for prospective funders
- Facilitate updates to and maintenance of the LESA website
- Supervise posts to and maintenance of LESA's social media sites
- Manage and assess development and marketing programs and compile reports for the LESA Board of Directors, Advisory Council, LESA membership, and grantors, as requested
- Develop programs and recruit presenters for semi-annual LESA marketing roundtables for member schools
- Determine volunteer needs for special events and projects and recruit/assist other team members with the recruitment and management of volunteers
- Other duties as assigned by the CEO to support the successful execution of programs, services, and activities to advance the mission and make a positive impact on constituents

## Qualifications and Core Competencies:

- A belief and ability to project our mission
- Bachelor's degree required
- 5 + years' experience in non-profit fund development, with proficiency in donor engagement and execution of special events
- 3+ years' experience in marketing
- Excellent inter and intra personal skills
- Excellent written and verbal communication skills
- Ability to develop and maintain effective working relationships with Board of Directors, staff, volunteers, and leadership teams in Lutheran schools and congregations
- Ability to initiate ideas and plans and stimulate others to action
- Proficiency in computers, social media tools, and appropriate software

**How to Apply:** Qualified candidates can send a cover letter and resume to Libby Gutberlet:

[Lgutberlet@lesastl.org](mailto:Lgutberlet@lesastl.org) Deadline: February 28, 2023

NOTE: We will not be offering relocation assistance for candidates outside the St. Louis Metro area.