



# WESTMINSTER ACADEMY

## Administrative Assistant to Director of Development Job Description

### **Purpose:**

The Assistant to the Director of Development supports the Director by managing fundraising campaigns, cultivating donor relationships, coordinating events, and handling administrative tasks. This role focuses on achieving annual goals through strategic planning, project management, and strong communication skills to drive donor engagement and financial support.

All employees of Westminster Academy must strive to “love the Lord in front of our students” and make the Christian faith observable in all aspects of the school day and community. The Administrative Assistant to the Director of Development is a minister of the Gospel in all facets of life at Westminster Academy. He/she is a role model for students and faculty and his/her walk with the Lord should be evident. The Christian mission, vision, and statement of faith of the school must guide the Administrative Assistant as he/she interacts with parents, students, faculty, and all those within and outside the Westminster Academy faith community.

### **Position:**

- Full-time, calendar year.
- The weekly work schedule is 40 hours per week during the school year, and the schedule reduces to 25 hours per week during the summer.

### **Reports to:**

- Director of Development

### **Works closely with:**

- Westminster parents, grandparents, alumni, donors, affiliates
- Business Office
- Marketing Office
- Other administrative support staff

### **Essential Skills:**

**Communication:** Excellent written and verbal skills for donor outreach and internal coordination.

**Organization & Project Management:** Proven ability to manage multiple activities and deadlines simultaneously.

**Software:** Proficient in MS Office (Word, Excel), Google Workspace (Docs, Sheets, Forms), Constant Contact, and Adobe Creative Cloud (Photoshop, InDesign, and Acrobat). Prior experience with Donor Management Software is preferred (DonorPerfect).

**Graphic Design:** Proficient level of experience in layout design and photo editing.

## **Responsibilities:**

### **1. Fundraising Strategy & Execution**

**Planning:** Assist in developing and implementing annual fundraising plans.

**Appeals:** Oversee multi-channel appeals (mail, email, social media), including the design and production of all annual fund campaign materials.

**Reporting:** Track results and generate accurate reports, graphs, and charts for the Director of Development, Head of School, and Board.

### **2. Communications & Marketing**

**Newsletter Production:** Design and build quarterly "Development Newsletter" and "The Defender Dispatch" alumni emails via Constant Contact.

**Design:** Create and design all donor communications and campaign materials; design and send invitations for all constituent and alumni events.

### **3. Donor Relations**

**Engagement:** Cultivate relationships through effective, personalized communications and research new prospects to expand the donor base.

**Acknowledgements:** Manage donation receipting, thank-you letters, and follow-up surveys.

### **4. Data Management & Administrative Support**

**Database Oversight:** Maintain the accuracy of the DonorPerfect system and department Google Sheets; stay current on software updates to ensure data integrity.

**Donation Records:** Reconcile records with the Business Office for accurate audit reporting

**List Maintenance:** Manage annual contact updates in Constant Contact and oversee the comprehensive Golf Tournament player/sponsor spreadsheet.

**Tax Documentation:** Merge and mail annual donation summary tax letters every January.

**Digital Presence:** Update and maintain the Development and Alumni Relations sections of the school website.

**Project Management:** Manage calendars, organize meetings, and oversee departmental projects from initial planning stages to implementation.

### **5. Campaign & Event Support**

**Event Logistics:** Help plan and execute annual events, including the Board Prayer Brunch, Faculty/Staff Christmas Party, Fall Alumni Social, Homecoming, and Westminster Classic Golf Tournament.

**Campaign Support:** Coordinate with staff to support major campaigns, such as capital or endowment initiatives.