

Wesleyan Christian School
A Ministry of First Wesleyan Church
Bartlesville, OK
Director of Development

Employment Status: Full-time, 12-month position
Reports to: Wesleyan Christian School Superintendent

Job Overview

The Director of Development will lead Wesleyan Christian School's fundraising, relationship cultivation, marketing/communications, and community outreach efforts. This leader will cultivate relationships with donors, alumni, business and community partners, and church networks; solicit and steward gifts; generate opportunities for development; and integrate those efforts into the school's strategic plan. As a member of the senior leadership team, the Director of Development will work closely with the Superintendent and Board to align development and marketing strategies with institutional goals and mission. Cooperatively support and engage in the ongoing relationship of Wesleyan Christian School as a ministry of First Wesleyan Church.

Key Responsibilities

1. Fundraising & Development

- Lead the planning, management, and execution of a comprehensive fundraising program (annual fund, major gifts, capital campaigns, planned giving, grants, sponsorships).
- Establish annual fundraising goals in collaboration with the Superintendent and Board; monitor progress and provide regular reporting.
- Identify, cultivate, solicit, and steward prospective and existing donors—individuals, businesses, foundations, churches, alumni, and families.
- Design and execute fundraising events, campaigns, and appeals (e.g. dinners, auctions, giving days).
- Develop and submit grant proposals; manage relationships with foundations and grant-making institutions.
- Oversee donor recognition, reporting, and stewardship plans to ensure donors are thanked, informed, and engaged.
- Grow and manage the school's endowment and planned giving programs.
- Work with the Board of Trustees (or development committee) to engage board members in cultivation and solicitation efforts.
- Implement best practices in fundraising metrics and accountability (e.g. number of solicitations, conversion rate, average gift size, donor retention, pipeline growth)
- Ensure compliance with ethical fundraising standards (e.g. no commission-based compensation)

2. Community Engagement

- Represent the school publicly in the community, strengthening relationships with churches, civic groups, local businesses, and philanthropic networks.
- Coordinate outreach initiatives that increase visibility and reputation of Wesleyan Christian School.
- Develop partnerships and sponsorship opportunities with community organizations.
- Organize and lead volunteer engagement efforts, donor events, and “friend-raising” gatherings to further mission awareness and support.

3. Marketing & Communications

- Oversee or collaborate on the development of marketing materials, digital content, newsletters, social media, and communications aimed at donors, alumni, and the broader public.
- Craft compelling messaging that tells the story and mission of Wesleyan Christian School, aligning with brand identity.
- Coordinate with enrollment/admissions and development teams to ensure consistent communication across constituencies.
- Oversee data systems and donor databases to track gifts, engagement, and communications history.
- Ensure timely, accurate reporting and communication to donors, including annual reports, impact reports, and acknowledgment letters.

4. Strategic Planning & Coordination

- Integrate development and marketing efforts fully into the school’s strategic plan; help set priorities and resource allocation that align with long-term goals.
- Participate as a member of the senior leadership team, contributing development insight to overall school planning.
- Coordinate with finance, operations, and academic leadership to ensure fundraising supports strategic and capital initiatives.
- Monitor and evaluate the effectiveness of development and marketing strategies; adjust tactics as needed.
- Provide regular reports, dashboards, and analyses to the Superintendent and Board on fundraising performance, and donor trends.

Expectations for Fundraising Performance

Wesleyan Christian School recognizes that successful fundraising is rooted in relationships, strategic planning, and trust built over time. Accordingly, the following benchmarks reflect both industry standards and a grace-filled understanding of the time required to develop a strong donor base:

- **Years 1–2 (Foundation and Relationship-Building Phase):**
The Director is expected to establish systems and build donor relationships. By the end of year two, fundraising should aim to meet or slightly exceed the Director's salary.
- **Year 3 and Beyond (Growth and Maturity Phase):**
As relationships and systems mature, annual fundraising is expected to reach **2–3 times the Director's salary**, with a focus on major gifts, grants, and sustained giving.

These goals will be supported through collaboration with the Superintendent, Board, and broader school community and will be shaped by the local philanthropic context and donor readiness.

Qualifications

Spiritual & Personal

- A committed follower of Jesus Christ, active in a local church, and in agreement with Wesleyan Christian School's Statement of Faith.
- Integrity, humility, a servant attitude, and a heart for Christian education and discipleship.
- Passion for mission-driven work, relational ministry, and stewardship.
- Excellent interpersonal, relational, and communication skills, with warmth in donor cultivation.
- Self-motivated, proactive, and able to work both collaboratively and independently.
- Willingness to attend evening or weekend events and represent the school externally.

Professional

- Prefer candidate to have experience in fundraising/development with nonprofit, educational, or faith-based- settings (including major gift solicitation, capital campaigns, annual giving, and grants).
- Experience in marketing, communications, or public relations is highly desirable.
- Bachelor's degree in a related field of study that supports Business Management, Marketing, Communications, Nonprofit Management, or related fields is highly desirable.
- Familiarity with Christian schools, faith-based- organizations, or private schools preferred.
- Strong leadership, project management, and strategic planning skills.
- Excellent writing, presentation, and storytelling ability.
- Skill with donor management systems, CRM / Customer Relation platforms, database management, and analytics.
- Ability to analyze data and metrics, interpret results, and adjust strategy accordingly.
- Proficiency with Microsoft Office suite (Word, Excel, PowerPoint) and design/communication tools.
- Experience overseeing budgets and resource allocation related to development and communications.

Desired Additional Qualities & Expectations

- Familiarity in the Bartlesville community.
- A visionary and entrepreneurial mindset with the ability to generate creative ideas, new revenue streams, and development innovations.
- Collaborative spirit with willingness to partner with faculty, staff, board, volunteers, and community to carry shared vision.
- Strong organizational skills and capacity to manage multiple projects and deadlines.
- Ability to equip, train, and supervise volunteers, perhaps staff or interns, who assist in development and events.
- Excellent judgment, confidentiality, and professionalism in donor relations.
- A strategic thinker who can see both the “big picture” and manage details.
- Commitment to continuous learning and professional development in fundraising trends and Christian school advancement.
- Comfort engaging with church leadership, major donors, board members, and community influencers.
- Flexibility and adaptability in a dynamic environment, willingness to help out where needed beyond core duties.