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| Job Title: Chief Advancement Officer | Department: CMO |
| Reports to: CEO | Location: Baton Rouge, LA |

THE SCHOOL

Louisiana Key Academy (LKA) is a growing network of public charter schools that utilizes an innovative, evidence-based model to serve students with dyslexia. Founded by two parents of dyslexic students, we are passionate about our vision of all children having the tools they need to thrive. We believe children with dyslexia should be identified early and given the education necessary to reach their full potential. LKA is a champion for dyslexic students as they engage in an excellent and accessible education.

Founded in Baton Rouge in 2013, LKA opened a second site in Covington in 2022 and a third site in Shreveport in 2023 while also beginning to add high school grades at the flagship campus in Baton Rouge. Our campuses serve varied student populations that represent the communities where they are located, and we focus on meeting all our students' needs regardless of learning styles, race, and socioeconomic status.

As LKA has expanded from a single-site school to multiple campuses, we have built a Charter Management Organization (CMO) central office team that will lead and support the school-based teams. In the years ahead, LKA plans to continue expanding across Louisiana and potentially into other states.

THE OPPORTUNITY

The Chief Advancement Officer is responsible for planning, managing, and executing a comprehensive, diversified, and strategic advancement and communication effort that sustains and grows revenues from all constituents, including individual, corporate, and foundation donors, student enrollment and retention, and special events. Reporting to the CEO, the Chief Advancement Officer is a strategic member of LKA's Charter Management Organization (CMO) executive leadership team.

RESPONSIBILITIES

Marketing & Communications

- Develop and implement a multifaceted communication strategy, including the use of email, website, social media platforms, and print media to raise community awareness and messaging about LKA's impact, news, and events.
- Lead media relations efforts, including developing media relationships, creating press releases and media statements, and managing media inquiries
- Manage centralized internal communications efforts to ensure consistent and effective messaging across the organization.
- Work with colleagues and campus partners to ensure LKA's brand and overall marketing and communications strategy is used consistently and effectively.



- Manage relationships with external agencies, consultants, and other partners to support communication efforts.

Fundraising

- Build and oversee all aspects of the development program, including foundation, corporate, and individual giving, donor relations and stewardship, and staff and volunteer engagement.
- Develop and execute effective strategies to identify, cultivate, solicit, and steward foundation, corporate, and individual donors. Track all development-related deadlines for proposals, updates, and reports. Prepare grant proposals, reports, and other fundraising materials as needed.
- Design and implement an integrated multi-channel marketing strategy of outbound programs (direct mail, email, social media, texting, etc.) and inbound programs (websites, giving forms, crowdfunding, etc.) that engage donors through one-to-many marketing channels and ultimately move them into personal relationship-based development efforts. Manage related vendor partnerships.
- Create and manage organizational systems to ensure all donor activities and communications are tracked accurately and recorded promptly.
- Ensure the Board Chair, CEO, and others (when appropriate) are engaged with high-level donors, prospective donors, and volunteers. Advise, prepare, and debrief organizational and volunteer leaders in carrying out their development responsibilities.

Admissions & Enrollment

- Provide direction and support to academic leaders at each campus, working closely with the campus leadership teams to increase student enrollment and develop new markets.
- Work closely with the campus leadership teams to implement a comprehensive marketing plan to recruit new families.
- Coordinate with academic leaders at each campus to implement strategies that increase student retention.

Alumni & Community Relations

- Develop a comprehensive alumni relations program to engage LKA alumni and past families.
- Support organizational and academic leaders in developing and maintaining community relations that support the advancement of LKA schools and its mission.
- Plan and execute special events.

REQUIRED QUALIFICATIONS

- 5+ years of aligned professional experience in one or more of the following areas: annual and major gift fundraising, marketing and communications, and admissions and enrollment
- Knowledge of best practices in advancement within an independent school or higher education setting



- Strong written and verbal communication skills; a persuasive and passionate communicator with excellent interpersonal skills.
- Willingness to demonstrate enthusiasm for LKA's mission, vision, and values

PREFERRED QUALIFICATIONS

- Certified Fundraising Executive (CFRE) or eligible
- Proficiency with CRM databases

COMPENSATION & BENEFITS

LKA offers a robust benefits and compensation package that includes 100% employer-paid medical, dental, and vision benefits for employees and a retirement plan.

LKA is an Equal Opportunity/Equal Access Employer and upholds the principles of equal employment opportunity for all employees and job applicants. LKA makes employment-based decisions, including but not limited to recruitment, hiring, assignment, conditions of employment, compensation, benefits, training, promotion, transfer, and termination, without regard to race, sex, sexual orientation, gender, gender identity, color, age, national or ethnic origin, pregnancy, ancestry, marital status, veteran status, military status, disability, religion, genetic trait or information, or any other legally protected status or characteristic under federal, state, and local law.