



PARKVIEW ADVENTIST ACADEMY - LACOMBE, AB
Parkview Adventist Academy Director of Development
Full-Time Position (FTE)
2025-2026 School Year

Parkview Adventist Academy is seeking a Full-time Director of Development to join our team starting July 2025. We are a vibrant, growing, and multicultural Seventh-day Adventist high school located in Lacombe, Alberta. We are looking for a proactive and adaptable leader who can work independently while collaborating effectively within a larger team. The ideal candidate will be a strategic thinker with strong initiative and the ability to foster meaningful connections in support of the school's mission..

Qualifications and Preferred Skills:

- Bachelor's Degree or Diploma in Marketing Management and Communications
- Minimum of two years' experience in related management
- Customer service and community relations experience
- Brand Development and Marketing Cycle Experience
- Ability to work closely with all stakeholders, such as, alumni, parents, students, and staff.
- Strong interpersonal and communication skills;
- Strong planning and organizational skills;
- A sincere dedication and commitment to the advancement of Adventist Education.
- A positive attitude and commitment to work as part of a Professional Learning Community;

Responsibilities:

Brand management, communications, website & social media

- Build and manage general brand awareness within PAA stakeholder groups
- Send parent communication weekly and constituent church communication as needed to promote events
- Assist the administration in creating and editing school-wide communications
- Update website and FB page regularly with events and calendar info
- Respond to website inquiries
- Coordinate website updates with IT staff

Marketing, data collection and event support

- Respond to all email and telephone inquiries for admission (approximately 75 per school year)
- Host personal tours for families (approximately 45 tours per school year)
- Organize yearly open houses (Select dates, create advertising, organize staff hosts)
- Conduct group tours and present application process workshops
- Collect data (often manually) and track trends and analytics for general board usage
- Provide all general school events with marketing support

Public relations

- Serve as staff rep to Home and School and attend all Home and School meetings
- Liaison with Home and School and present
- Coordinate communication from Home and School to PAA parents

- Provide support to Home and School events
- Represent PAA at Conference/Burman events and serve on the social development committee

School Board, strategic planning & board standing committees

- Member of the PAA Board facilities committee
- Organize with Board Chair facilities meetings as needed and report back to the board
- Attend finance committee meetings
- Prepare monthly reports to the board
- Attend monthly board meetings
- Regularly collaborate with accounting staff on budget changes
- Member of the expansion feasibility committee
- Coordinate meetings and gather information as needed by consultants
- Participate in school strategic planning process
- Prepare annual constituency report from operations and edit full school presentation

Church visitations & community events

- Maintain calendar of yearly constituent church visits
- Coordinate with school performance group leaders (Campus Ministries/Chaplain) on available dates and groups availability
- Contact constituent churches & set up visit details
- Support performance group leaders at site visits
- Create and provide marketing gift bags for all children at constituent church during visits
- Provide school updates presentation at each constituent church visitation

Pre-Registration & financial clearance

- Coordinate setting of tuition increases with the school administration team and the PAA School Board
- Edit registration documents for office manager for packages and create new forms as needed
- Follow up on late registrations as directed
- Organize/Collaborate financial clearance list of overdue accounts with accounting

Development & alumni

- Establish fundraising projects yearly
- Create fundraising resources
- Track fundraising goals
- Communicate and follow-up with donors
- Apply for appropriate grants and donations yearly
- Create yearly alumni event with support of alumni committee

Details:

- Full-Time position commences **July 2025;**
- Remittance will be calculated based on experience, education, and reflect the 25-26 Employee Salary scale.
- As a condition of employment, new employees are required to provide a current Vulnerable Sector Check and Intervention Record Check (prior to starting employment).

Deadline for applications: Until position is filled

Application Package Details: Cover letter, resume, and two letters of reference.

Please email your application package, quoting the job posting to the attention of:
Mr. Dani Desjardins, Principal
Parkview Adventist Academy
principal@paa.ca

***While we appreciate all submissions, only those selected for interviews will be contacted. ***