



# KINGSLEY MONTESSORI SCHOOL

Chief Advancement Officer  
Kingsley Montessori School  
Boston, MA  
<https://www.kingsley.org/>

Send Nominations or Cover Letter and Resume to:  
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**“Kingsley Montessori School is a school on the move, and I am thrilled to be in a position to serve those — students, parents, and teachers — who will propel this community to the forefront of early childhood and elementary education in Boston while also maintaining our students’ love of learning.”**

Stephen Farley, Head of School  
*Excerpt from Letter of Introduction, May 2018*

## The Opportunity

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The Montessori Method is based on the principle that learning is a natural process that develops spontaneously in each child with variation along the way. Kingsley Montessori’s own growth as an organization and community reflects this educational philosophy. With enrollment at 330+, Kingsley’s student body has doubled since 2006. For many parents, though not all, Kingsley is their first introduction to independent schools, and as such, there is a broad spectrum of understanding of the role of philanthropy, volunteerism, and Board leadership amongst parents.

We are seeking a Chief Advancement Officer that will be able to meet parents where they are in their understanding and guide their engagement with Kingsley as their children learn and grow. As an

ambassador of Kingsley, the Chief Advancement Officer will lead marketing, communications, and development operations, and serve as the primary frontline fundraiser and chief storyteller, partnering as appropriate with the Head of School and Board leadership to build organizational capacity, increase Kingsley's visibility, and create a sophisticated, comprehensive culture of giving.

## Advancement Office Overview

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Kingsley's Advancement Office oversees fundraising, marketing, and communications programs to build meaningful community connections that provide the School with resources necessary for the development of students, faculty, and parents. At Kingsley, tuition makes up 85% of its operating budget, leaving a gap that is filled, in part, thanks to the generosity of the Kingsley community. [Annual giving](#) is the cornerstone of Kingsley's fundraising efforts. As of June 2019, the annual fund is on pace to set a record year of raising more than \$720,000 in unrestricted gifts and garnering over 80% parent participation. As a point of comparison, the 2018 - 2019 median rate of annual fund parent participation at NAIS<sup>1</sup> member schools is 65.6%.

In December 2018, Kingsley closed its comprehensive [Evolve campaign](#), which raised \$6.6 million in restricted and unrestricted gifts over the course of its three-year run. In addition to meeting elevated annual fund goals, the campaign included a \$5.2 million capital component to fund the renovation of the Exeter building, including the addition of a fifth floor for additional academic programming, and renovations of its Fairfield building, which houses its early childhood classes. *Evolve* also supported further development of



the School's elementary curriculum, including expanded STEAM programs, and the creation or renovation of project studios, innovation centers, the library and digital media center, the performing arts studio, and the science lab.

Building upon this success, the Chief Advancement Officer will put in place best practices and infrastructure to scale marketing, communications, and fundraising operations to attract and retain families and students, to motivate alumni and donors, and to recruit high quality faculty and staff. The

Head of School is also looking to the CAO to lead the exploration of an endowment campaign with the Kingsley leadership and Board.

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<sup>1</sup> National Association of Independent Schools, Facts At A Glance:

<https://www.nais.org/media/Nais/Statistics/Documents/FactsAtAGlanceAllNAISMembers2019.pdf>

## The Role: Chief Advancement Officer

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The Chief Advancement Officer (CAO) is responsible for leading Kingsley's marketing, communications, and development programs as adopted by the Board of Trustees. S/He will be the key architect for the division's operations and planning, bringing an expertise in fundraising, public relations, and utilization of volunteers to ensure predictable, reliable, and multiple-source streams of income for the School.

The CAO will be responsible for delivering the goals and objectives for Kingsley's annual fund, events, and major gifts programs. S/He actively fosters and stewards lasting partnerships with student and alumni parents and family members, as well as with the Board, donors, prospects, faculty and staff, and other key constituents within the Kingsley community. The successful candidate will expand Kingsley's institutional reach and fundraising potential through creative tactics that maximize results while broadening and deepening the nature of philanthropic engagement at Kingsley.

The CAO will contribute strategic leadership to Kingsley's School Engagement Committee, which includes members of the Admissions Office, the Marketing & Communications Office, and the Educational and Auxiliary programs. The CAO is a member of the School Leadership Team and reports to the Head of School. S/He will create a collegial, team-oriented work environment within Advancement, motivating staff to high performance consistent with Kingsley's core values.

### ***Key Responsibilities:***

#### **Development & Fundraising**

Develops and implements near- and long-term advancement plans to meet Kingsley's annual, capital, and endowment fundraising goals:

- Supervises a full-time Development Associate;
- Oversees and manages all aspects of Kingsley's fundraising program, including annual giving, major giving, events, donor relations, and gift processing;
- Works with the Development Committee, Board of Trustees, and Head of School to develop and oversee plans, strategies, and activities for the cultivation, solicitation, and ongoing stewardship of individual and corporate donors and prospects;
- Manages an active portfolio of major gift prospects and donors to secure major and capital gifts for the School;
- Continually seeks out new approaches to fundraising, including use of new technologies and digital platforms;
- Assesses and evaluates Kingsley's use of events and ensures effectiveness at engaging and cultivating Kingsley's various constituencies;
- Utilizes systems, processes, and analytics to measure, monitor, project, and report on the effectiveness of fundraising activities, including participating in annual data survey and results for benchmarking with NAIS, AISNE, and other appropriate organizations;
- Works closely with the CFO, COO, and Business Office staff to ensure all annual financial contributions are correctly accounted for and organized for the annual audit process; and

- Oversees, updates, and maintains the Raiser's Edge database in collaboration with the Advancement Associate.

### **Marketing & Communications**

Provides strategic branding and integrated marketing and communications leadership for Kingsley:

- Supervises the Director of Marketing & Communications;
- Develops a comprehensive and proactive School-wide marketing, communications, and branding strategy and plan that articulates the value proposition of Kingsley, supports the strategic goals, core values, and aspirations of the School, and ensures that all messages emanating from Kingsley are accurate and consistent;
- Utilizes a data-driven research-based approach to identify target audiences and key messages;
- Oversees the development and execution of its digital and social media strategy, and supervises the development and execution of a web/social media presence that engages and excites target audiences, and enhances the brand and reputation;
- Oversees establishment and maintenance of marketing and communications policies and procedures, including brand and editorial standards, as the proactive advocate for Kingsley's brand and image;
- Oversees the production of the Kingsley Annual Report;
- Leads the School Engagement Committee and closely collaborates, communicates, and partners with relevant constituencies throughout the Kingsley community to ensure goals and priorities are achieved, including but not limited to:
  - Enrollment Management in developing target recruitment audiences, key messages, and marketing strategies to attract best-fit students and achieve recruitment goals; and
  - Student Affairs and Academic Affairs in developing institutional-level communications to promote engagement, pride, and retention.
- Leads crisis and issues management communications planning and rapid response messaging to deal with critical events as they may occur in close collaboration with the School's crisis and emergency response leadership. Serves as primary spokesperson in certain key crisis situations.

### ***Desired and Required Qualifications:***

- Bachelor's degree required; MBA or related graduate degree a plus;
- Ten+ years of relevant experience in nonprofit development and campaign management, including experience managing and developing professional staff, preferably in an educational or early childhood development setting;
- Demonstrated leadership in growing a comprehensive fundraising program, including knowledge and experience establishing an endowment fund, is critical;
- Proven success as a frontline fundraiser with experience soliciting and closing unrestricted and directed gifts of five figures and higher;
- Excellent interpersonal skills with strong ability to partner collaboratively with the administration, faculty, and Trustees. Ability to motivate and manage volunteer leaders and teams;
- Excellent verbal and written communication skills;
- Ability to analyze and interpret detailed financial information;

- Demonstrated ability to be flexible and collaborative;
- Ability to multitask, prioritize, and think strategically; and
- High level of professionalism in the way one conducts oneself with colleagues, prospects, donors, and volunteers.

## Overview of Kingsley Montessori

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[Kingsley Montessori School](#) educates children from ages [2 through 12](#) and empowers them to take control of their own learning process through a combination of [Montessori education](#), which emphasizes student-led learning, and a rigorous, integrated curriculum. By combining freedom of choice with high expectations, Kingsley prepares children to take on new challenges. The School's teachers are dedicated to [knowing every child](#) as an individual and acting as a guide along their learning journey by paying special attention to students' interests and questions. Students remain in the same classroom for three years to help foster strong relationships with their teachers, classmates, and families, and the maximum [class size](#) at Kingsley is 26 students. A [Student Support Team](#) helps teachers and parents better understand students' academic, social, and emotional progress within each three-year cycle.



Kingsley supplements its academics with [co-curricular activities](#), which consist of [performing](#) and [visual arts](#), [science](#), [technology](#), [physical education](#), and [outdoor education](#) programs. A team of 12 full-time, co-curricular teachers oversees these classes. Toddlers and preschoolers attend academic and co-curricular classes in homerooms, while kindergarten through Upper Elementary classes are held in studios and labs specifically designed for each subject. Physical education takes place at Boston University's Fitness & Recreation Center. The School also operates a [summer program](#), which immerses students in engineering, sports, arts, nature, adventure, and music throughout Boston.



## Leadership

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**Stephen A. Farley**  
**Head of School**

After a national search, [Stephen A. Farley](#) was unanimously appointed to lead Kingsley Montessori. Steve was selected thanks to his vast experience, thoughtful ideas, ability to build community, and approachable demeanor. He has been Kingsley's Head of School since July 2018.

Prior to his appointment, Steve served as the Assistant Headmaster for the Academic

Program at the Fenn School, an independent day school with 330 students. He also led the academic program at Rocky Hill School. Under his guidance, both schools have transformed their curricula into student-centered and cohesive programs. His 25-year career in education includes additional experience working with students and faculty in private boarding schools, public schools, and independent day schools.

### ***Background Checks:***

Prior to submitting your resume for this position, please read it over for accuracy. Lindauer does verify academic credentials for its candidates, and our clients frequently conduct background checks prior to finalizing an offer.

**To learn more, call  
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or send nominations or cover letter and resume to  
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All inquiries will be held in confidence.**



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