

# ASPEN • LEADERSHIP • GROUP

**DIRECTOR OF DEVELOPMENT**  
**THE PARK SCHOOL OF BALTIMORE**  
Baltimore, Maryland  
<http://parkschool.net>



The Aspen Leadership Group is proud to partner with The Park School of Baltimore in the search for a Director of Development.

Reporting to the Head of School, the Director of Development is responsible for planning, managing, and evaluating the fundraising and alumni engagement programs of The Park School. With direct responsibility for a team of six, the new Director will be charged with growing the School's development operation in the coming years, with direct oversight of all annual fund, special events, development communications, and alumni relation staff and programming. The successful candidate will play a critical role in Park's upcoming campaign and will supervise the Campaign Manager. The Director of Development will partner closely with the Director of Principal Gifts and Major Initiatives, who also reports to the Head of School.

The Park School is a non-sectarian, independent, co-educational day school of 820 students from pre-kindergarten through twelfth grade. Founded as one of the early progressive schools, Park continues to practice a distinct educational philosophy. The core values today, as in 1912, are a belief in children's capacity to love learning, to grow academically and emotionally when inspired by highly qualified, caring teachers, and to develop self-discipline, confidence, and creative problem-solving skills through deep exploration and constant challenge. At every grade level, from pre-school through high school, Park actively encourages questioning, dialogue, and collaboration as essential elements of the learning process. The School philosophy emphasizes a belief in positive expectations and expects that students, as they mature, will take increasing responsibility for their own learning.

The Park School embodies both in its tradition and in its daily practice the assumption that human beings are capable and desirous of rational self-discipline and of acting towards others with respect, kindness, concern, open-mindedness, and moral conviction; that the activity of learning is an expression of positive energies, fulfills natural impulse, and enriches life; and that authentic learning flourishes when people work, think, and collaborate within a diverse community.

As young people respond to the influence of these ideals, learning to trust and assert their own intellectual and moral powers as they develop, they acquire a sense of confidence in themselves and others, which will inspire a productive adulthood. Since the quality of expectation is most important, the belief that positive expectations produce positive virtues is fundamental to the practice of the School.

## **REPORTING RELATIONSHIPS**

The Director of Development will report to the Head of School.

## **PRINCIPAL OPPORTUNITIES**

The Park School of Baltimore offers a remarkable and unique education to children pre-kindergarten through 12<sup>th</sup> grade. Nationally recognized as one of the premier independent schools in the country, the School is organized around the principle that children learn best when they are provided the opportunity to learn in an environment where their questions and ideas are taken seriously, and where they develop a sense of agency, and a sense of accomplishment that develops when they are at the center of their own learning. The faculty and staff of the School are united in their commitment to its students, parents, and alumni. The current Board of Trustees are fully engaged in the health and well-being of The Park School of Baltimore and are fully supportive of the anticipated campaign to further modernize and enhance the School's facilities as well as further strengthen the school's endowment.

The Park School of Baltimore has created a welcoming environment for all employees and the development operation in particular takes pride in what has been accomplished over the years. The Director of Development will have the opportunity to lead as well as add new hires to a team of development professionals dedicated to the mission and values of the School. In all aspects of the School's advancement operations, the leadership is strong and fully committed to the next phase of Park's growth.

## **PRIMARY RESPONSIBILITIES**

The Director of Development will

- set and achieve annual and multi-year goals for increasing support from individuals, foundations, corporations, and groups;
- oversee and integrate programs for a multi-year campaign, annual giving, alumni relations, development communications, research, and stewardship and the support functions of gift reporting, inputting, donor records, and all required reporting to external sources;
- assess resources and allocate budgets to each program area as well as advocate for changes in resource budgets and allocations;
- participate as a member of the Head of School's senior team and staff the Board of Trustees as well as the Development Committee of the Board;
- in an upcoming campaign, advise campaign leadership and a campaign committee;
- analyze and manage the School's prospect pool;
- increase the qualification of the pool to ascertain that the School has excellent donor research and an understanding of its alumni and parent constituents as donor prospects;
- ensure that all prospects receive appropriate communications and are solicited in appropriate fashion;
- have a portfolio of 25 major gift prospects (over time and in a campaign, as appropriate, size of assignment may increase);
- develop cultivation programs, including regional and affinity-based approaches in conjunction with Director of Annual Fund and Director of Alumni Relations;
- advise Head of School on overall Development and Alumni programming and, in partnership with the Director of Principal Gifts and Major Initiatives, plan and support the Head of School's participation in all areas of fundraising; and
- staff and oversee the Council of Former Trustees (and possibly a future Head's Advisory Council)

- oversee management of hiring, training, and evaluating staff and physical space for Department.

### KEY COLLEAGUES



**Daniel J. Paradis**  
**Head of School**

Dan Paradis is beginning his tenth year as Head of The Park School of Baltimore. During his tenure, he successfully completed the largest campaign in the School's history and led a year-long centennial celebration that brought thousands of community members back to campus. Paradis worked with the Board of Trustees to publish the School's latest strategic plan, and in recent years has launched major programmatic initiatives

around science, robotics and engineering, instrumental music, civic engagement and service learning, and diversity and social justice. Paradis is especially proud of Park's unique place as the leading progressive educational institution in Baltimore, and has worked to deepen the School's ties to the city as well as to strengthen the School's national profile as a leader in the independent school world. Prior to his work at Park, Paradis held various administrative positions during a long tenure at the Potomac School in McLean, Virginia. He holds an A. B. degree in East Asian Studies from Princeton University and an M.A.T. degree from Brown University.



**Roger Seidenman**  
**Director of Principal Gifts and Major Initiatives**

Roger Seidenman, a 1985 graduate of The Park School, is completing his 19th year in development at Park. He led the most successful capital campaign in the School's history, reaching a total of more than \$25.5M during the school's Centennial Anniversary. Seidenman and his team have successfully raised funds for specific projects including a turf field, and several specific endowments, while also building a successful Annual Fund campaign. Before returning to Park, Seidenman worked as an attorney in Baltimore, and he has served as a long-time coach for the Park boys' varsity soccer team. Seidenman earned an A.B. From Brown University with honors in American Civilization, a J.D. from the University of Maryland, and a M.L.A. from Johns

Hopkins University.

### CANDIDATE QUALIFICATIONS AND QUALITIES

The successful candidate for the position of Director of Development will have

- evidence of successful relationships with volunteers and donors;
- evidence of meaningful experience in a successful capital campaign;
- strong management experience;
- strong communications skills, oral and written;
- excellent organizational skills and good quantitative skills;
- ability to analyze and research information;
- ability to collaborate with and support all members of the School community and its external constituents and to serve as a liaison with external advisors, such as consultants;
- ability to represent the School effectively in person and in other forms of communication; and
- willingness to travel as needed and to actively engage in the life of the School through attending events and informal contacts.

A Bachelor's degree is required as is a minimum of five years of experience in a relevant development environment with responsibility for managing staff and overseeing and meeting fundraising goals. Some graduate work or an advanced degree is desirable.

#### **SALARY & BENEFITS**

The Park School of Baltimore offers a competitive compensation and benefits package.

#### **LOCATION**

This position is located in Baltimore, Maryland.

#### **DIVERSITY AND INCLUSION**

The Park School of Baltimore does not discriminate against employees or applicants for employment on the basis of race, color, national or ethnic origin, religion, ancestry, gender, gender identity and expression, sexual orientation, age, marital status, or any physical or mental disability unrelated to a reasonable performance of an employee's duties.

#### **APPLICATION DEADLINE**

All applications must be accompanied by a cover letter and résumé. Before submitting your materials, please read them over for accuracy. Review of applications will begin immediately and continue until the successful candidate has been selected.

*To nominate a candidate, please contact Shelley Semmler: [shelleysemmler@aspenleadershipgroup.com](mailto:shelleysemmler@aspenleadershipgroup.com).*

*All inquiries will be held in confidence.*

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