



DIRECTOR OF ADVANCEMENT
[CANNON SCHOOL](#)
CONCORD, NORTH CAROLINA



Aspen Leadership Group is proud to partner with Cannon School in the search for a Director of Advancement.

The Director of Advancement will lead the Cannon School advancement program while nurturing a community of giving across the Cannon community. The Director of Advancement will oversee capital, endowment, and annual fundraising; alumni affairs; publications; planned giving; public relations; and community relations. The Director of Advancement will partner with the Head of School and Board of Trustees on the development and execution of the strategic plan; the establishment of campaign priorities; and planned giving and endowment opportunities.

Established in 1969 in Concord, North Carolina, Cannon School is a nationally accredited, independent, coeducational junior kindergarten through twelfth grade college preparatory school of over 1,000 students. Cannon School has grown to be known locally and regionally for providing a world-class education, arts enrichment, competitive athletics, and a strong character education program to children in a caring and safe environment. The Cannon community includes families from Charlotte, Concord, Kannapolis, Salisbury, University City, and the Lake Norman towns of Cornelius, Davidson, Huntersville, and Mooresville.

Situated on North Union Street, steps away from the bustle of downtown Concord, sits a grand white house. It was built in 1905 in the Queen Anne style, spans nearly 10,000 square feet, and features distinct turrets and a dramatic cupola. 65 North Union Street once belonged to J.W. Cannon, founder of the Cannon Manufacturing Company—but in 1968 it had been sitting vacant for years. At that same time, a group of local parents had come together to discuss the possibility of opening a new school. There seemed to be enough interest, so the committee set their sights on a location. Jane Liles approached J.W. Cannon's grandson, Charles, about the possibility of using the house on Union Street as the site for the school. And the rest is history.

From its roots as Cabarrus Academy on North Union Street to the current 65-acre campus on Poplar Tent Road, Cannon School has experienced change and growth few could have imagined back in 1969. In the more than five decades since, Cannon School has transformed itself from a small school in downtown Concord to one of the Charlotte region's top independent college-preparatory schools. Today, under the leadership of Head of School G. Christopher Jones, Cannon School serves more than 1,000 students.

Cannon School believes that one does not need to fit in—because one belongs. It prides itself on living out its mission each day—*Cannon School nurtures relationships at the heart of learning and engages the learner in a journey of growth*. Relationships are the foundation of a deep, broad, and meaningful education, and create a sense of belonging that supports each member of the community’s journey of growth.

Cannon School is comprised of Lower, Middle, and Upper Schools—all aspiring to the vision of a world of wholehearted and adaptive contributors. The Lower School experience is pivotal in the educational journey of students. From junior kindergarten through grade four, Cannon School is committed to knowing, understanding, and celebrating every child in a learning environment that is hands-on, engaging, and full of energy. Because their voices are valued, Cannon students embrace their own curiosity, creativity, and confidence as learners.

The pre-adolescent years are a time of intellectual, social, and emotional changes, and the Middle School creates a sense of family and fun that brings out the best this dynamic age group has to offer. Cannon School encourages students—from fifth graders who are being introduced to the basics of Middle School to eighth graders who are anticipating the rigors of Upper School—to take risks and learn who they are.

Beyond preparing ninth grade through twelfth grade students for college, the Upper School experience challenges them to discover their own paths to successful lives. Cannon School helps students balance rigorous programs of study with extracurricular activities, so they develop their interests, passions, and talents in transformational ways. Cannon School graduates are independent learners and impact-makers who understand how they will make a difference in an increasingly diverse world.

The Cannon School community relies upon philanthropic funding to bridge the gap between tuition and the actual cost of a Cannon education that provides transformative opportunities for students to grow as scholars, artists, and athletes. Through the generosity of parents—both current and past—as well as alumni, friends, and corporate partners, Cannon School continues to grow its endowment to ensure its long-term stability and success.

REPORTING RELATIONSHIPS

The Director of Advancement will report to the Head of School, G. Christopher Jones and will serve on the the Leadership Team. The Director of Advancement will oversee a team of six.

FROM THE HEAD OF SCHOOL

I’m excited to get to know you and the journey that has led you to Cannon School. At Cannon, we champion our individual journeys—those of every learner, whether student, faculty, staff, or parent. As you consider the next step in your journey, we hope you can see and feel opportunities to grow, contribute, and flourish as our next Director of Advancement.

Each of us at Cannon School is driven by a daily mission to nurture relationships at the heart of learning and engage the learner on a journey of growth. We do so in a culture deeply committed to living by our Core Values of Courage, Teamwork, Respect, Integrity, Passion, and Kindness. These permeate every student’s experience in each of our grades and guide the collegial relationships we nurture among our faculty and staff.

In living these values, we recognize that our path to success is built upon a robust and purposeful community, always serving our students and educators. Moreover, it is a community committed to students’ and faculty members’ deep desire to teach, learn, coach, and perform in sustainable ways that ultimately promote wellness and flourishing.

With these tenets as the foundation, we embark on an exciting new chapter in our school's journey. This coming period will be marked by expanded student programming and significant campus investments. We seek a dynamic and relational leader to guide our advancement efforts and help us inspire students to reach their full potential.

We invite you to embark on this incredible journey with us, where you can leverage your skills, expertise, and passion to transform lives and, we believe, help shape the future of education. Cannon School eagerly awaits your transformative leadership as our Director of Advancement.

—G. Christopher Jones, Head of School

CANNON SCHOOL'S COMMITMENT TO DIVERSITY, BELONGINGNESS, AND ENGAGEMENT

***Many Individuals, Many Perspectives;
One Mission, One Set of Core Values;
Knowing We Belong Here.***

Our Individual Agreements

*We listen, learn, and grow.
We read and think critically to seek understanding.
We model and practice curiosity.
We welcome and engage in difficult conversations.
We value proximity and practice perspective-taking.
We question ideas; we nurture people.*

Our Community Agreements

*We seek fairness.
We embrace and celebrate different cultures.
We confront and address behavior that is harmful and hurtful.
We use processes that ensure identities do not predict outcomes.
We explore decisions together, inclusive of many perspectives.
We welcome all voices and share our experiences.*

PRIMARY RESPONSIBILITIES

The Director of Advancement will

- manage advancement operations including all capital, endowment, and annual fundraising; alumni affairs; publications; planned giving; public relations; and community relations;
- serve as an ex-officio member to the Advancement Committee of the Board of Trustees, attend Board meetings, and engage in strategic planning efforts;
- assist the Head of School and Executive Committee of the Board of Trustees in developing and executing the strategic plan;
- oversee the development of strategic planning documents for parents and other key stakeholders;
- implement a moves management program and rating system for the top 100 donors and prospects;
- work with the Head of School and Board of Trustees to establish campaign priorities as well as plan and execute the campaign strategy;

- assist in the recruitment and training of a volunteer committee for cultivation and solicitation of gifts;
- counsel the Board of Trustees and the Cannon community on planned giving and endowment opportunities;
- market planned giving and endowment opportunities;
- develop and implement programs to cultivate and solicit donors;
- oversee institutional marketing, communications, and branding strategies;
- collaborate with the Director of Admissions and Financial Aid and Director of Marketing and Communications to promote Cannon and increase engagement with its external constituencies;
- oversee the Director of Marketing and Communication's efforts to audit internal and external communication practices and implement new communication and public relations initiatives;
- work with the Advancement Committee to create fundraising policies and guidelines;
- assist the Head of School, Advancement Committee Chair, and Board of Trustees to leverage the fundraising potential of the Board;
- continually steward current and past Board members;
- work effectively with volunteers on joint parent and development fundraisers;
- cultivate relationships with parent volunteer organizations;
- oversee the organization and implementation of the alumni program;
- manage the advancement team in a way that promotes teamwork, accountability, and individual growth;
- participate as member of the Leadership Team; and
- develop and monitor the departmental budget.

LEADERSHIP

G. Christopher Jones

Head of School

G. Christopher Jones began his tenure as Cannon's seventh Head of School in July 2019. In honoring Cannon's legacy and serving its future, Christopher aims to contribute leadership, clarity, and organizational ambition in response to the opportunities and challenges of today's junior kindergarten through 12th grade school landscape.

In his time at Cannon, the school has adopted a new vision statement and a guiding strategic design committed to the pillars of community, students, educators, wellness, and sustainability. Programmatically, its new Commitment to Diversity, Belongingness, and Engagement, its revised junior kindergarten through 12th grade daily schedule, and the adoption of a new 10-year campus master plan all represent Cannon's dedication to its own journey of growth.

Christopher received a bachelor's degree in philosophy and an M.B.A. in corporate strategy from the University of Chicago. Prior to Cannon School, Christopher served over 2,100 Nursery through 12th-grade students and 300 educators as the Associate Director at the University of Chicago Laboratory School.

PREFERRED COMPETENCIES AND QUALIFICATIONS

Cannon School seeks a Director of Advancement with

- a commitment to the mission of Cannon School—to nurture relationships at the heart of learning and engage the learner in a journey of growth;

- an ability to lead a comprehensive integrated advancement program across capital, endowment, and annual fundraising; alumni affairs; publications; planned giving; public relations; and community relations;
- strong leadership skills and the ability to work collaboratively with diverse internal and external constituencies including boards and parent groups;
- an understanding of campaign planning and execution;
- excellent communication skills, including an ability to motivate diverse constituencies with compelling messages that inspire giving;
- an ability to attract, lead, and coach a skilled team of advancement professionals;
- superior relationship building skills and an ability to achieve consensus;
- strong organizational skills including an ability to prioritize and stay on task; and
- working knowledge of independent schools (preferred).

Cannon School will consider candidates with a broad range of backgrounds. A bachelor's degree or an equivalent combination of education and experience and at least seven years of progressive advancement experience is preferred.

SALARY AND BENEFITS

A market-competitive salary will be earned for this position within a range of \$125,000 to \$215,000 annually. Cannon School offers a comprehensive package of benefits. Cannon School provides a supportive team environment within a community where all are appreciated and respected for their individual and collective contributions. Cannon School actively promotes diversity among its faculty, staff, and student body. It seeks to understand differences and similarities and to appreciate the richness that diversity provides.

LOCATION

This position is in Concord, North Carolina.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Cannon School as well as the responsibilities and qualifications presented in the prospectus.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit: [Director of Advancement, Cannon School](#).

To nominate a candidate, please contact Patrick Key, patrickkey@aspenleadershipgroup.com.

All inquiries will be held in confidence.