

# The American School in Japan Chief Advancement Officer



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# Welcome by Head of School

ASIJ will soon enter an exciting new chapter of its 120-year history when work to revitalize its main campus actively begins.

Over the last six years, ASIJ's Board of Directors, faculty, and leadership have carefully crafted and started implementing what we call our **Strategic Design Framework (SDF)**. With the COVID-19 pandemic largely behind us, we anticipate beginning an exciting new chapter in the school's long history driven by our focus on the evolving needs of modern learners and our commitment to helping our students thrive and become accountable leaders and positive difference-makers in an increasingly complex, diverse, and rapidly changing world.

ASIJ is seeking an inspired and experienced leader to become our next Chief Advancement Officer (CAO). The successful candidate's leadership will be integral to ASIJ's future aspirations. They will advance our mission and vision through fundraising, including the design and launch of a capital campaign, thereby ensuring ASIJ's capacity to construct new facilities without relying on tuition alone. The successful candidate will be a dynamic, mission-driven leader who focuses on expanding ASIJ's annual giving, corporate giving program, and building the school's endowment. They will have exceptional interpersonal skills and offer experience in all aspects of donor management, including soliciting major gifts, stewarding and managing donor relationships, and working with high net-worth individuals. ASIJ's new CAO should be a seasoned collaborator able to lead teams and serve on them.

There are exciting days ahead for ASIJ, and we look forward to learning with and from our new CAO. I believe the right leader can have a transformative impact on ASIJ, helping us become not only a premiere international school in Japan, but also one of the boldest and most innovative schools in the world.



**Jim Hardin**  
Head of School

# Background Information

Founded in 1902 and located in one of the most fascinating cities and cultures in the world, The American School in Japan (ASIJ) is one of the oldest and most well-regarded international schools in the world.

ASIJ offers an enriched American curriculum to students of all nationalities culminating in Advanced Placement and other advanced topic courses in its high school. ASIJ's student body consists of approximately 1,700 students representing over 50 different nationalities. Beyond our rigorous academic program, ASIJ focuses on educating the whole child, to not fear failure and have the resilience to persevere when things are difficult.

At ASIJ, we believe that a school should be a safe, child-centered place where educators are idealistic about the potential of every child and tenacious in their support for each child as they learn, take risks, make mistakes, and grow. We believe that every student has the right to learn and that we have an obligation to know, value, and care for them, while teaching them to know, value, and care for others. We believe that creativity and critical thinking happen when students are highly engaged, especially when purposeful assessment drives learning and when goals are clear, focused, and

personalized. We believe that students excel in a learning environment where they receive high-quality feedback, opportunities for reflection, and in a culture in which they frequently self-assess their own learning. We believe that students learn best through authentic experiences that challenge them to identify, understand and solve complex multidisciplinary problems.

Complementing our academic program, ASIJ encourages students to engage in a wide variety of co-curricular experiences, including fine arts, athletics, and service-related clubs, which we believe contribute to the development of the whole child. ASIJ further draws on its unique presence in Japan by incorporating language and cultural studies that celebrate its host country. ASIJ is accredited by the Western Association of Schools and Colleges (WASC) and is a member of the National Association of Independent Schools (NAIS).

For further information go to:  
<https://www.asij.ac.jp>



## Our Commitment



## Our Mission

Fostering a community of inquisitive learners and independent thinkers, inspired to be their best selves, empowered to make a difference.

## Our Core Values



**Character:** We act responsibly and with integrity. We are honest and respectful.



**Courage:** We take risks and learn from failure. We are resilient.



**Compassion:** We act with empathy, caring for our communities and the world. We are kind and thoughtful.

## Strategic Design Framework

ASIJ will soon enter an exciting new chapter of its 120-year history when work to revitalize its main campus in Chofu actively begins. Over the last six years, ASIJ's Board of Directors, faculty and leadership have carefully crafted the school's Strategic Design Framework (SDF).

The school commenced the implementation of its SDF in SY1920 and is now deepening and accelerating that work. The opportunity to design and build new facilities inspired by our strategic vision will ensure ASIJ remains a premiere international school in Tokyo.

Further, ASIJ anticipates these new facilities, coupled with the school's resolved focus on the evolving needs of modern learners, will position ASIJ as one of the leading independent, co-educational day schools in the world.

## The Masterplan for Campus Redevelopment

ASIJ was founded in 1902, which speaks not only to the school's stability and continuity, but also to our capacity and willingness to change over time to meet the challenges of each generation. The School has reached another crossroads. Most of its current facilities across the Chofu campus are aging and outdated. These facilities will increasingly become barriers over the next decade and



expensive to maintain, limiting the School's potential and capacity to evolve its programs and pedagogy to meet the needs of its modern learners.

This plan was developed in partnership with Ennead Architects and debuted in the school's larger community in April 2023. Ennead Architects established four goals in developing ASIJ's master plan for its Chofu campus:

1. Support ASIJ's pedagogical aspirations and Portrait of a Learner;
2. Reinforce a strong sense of community while planning for increased enrolment.

3. Create a welcoming and inclusive environment, and
4. Envision a resilient campus that will be a leader in sustainability.

ASIJ believes this Master Plan represents a bold new vision for our Chofu campus that will help the School meet its obligation to our current generation of students and those that will follow. These facilities will confirm ASIJ's position as a premiere international school in Japan, while also permitting the school to re-establish itself as one of the leading international schools in the world. This plan envisions facilities – for learning, for the fine and performing arts, and for its athletics programs – that will be world-class.



### About Advancement

ASIJ's new Chief Advancement Officer leads a team of six that consists of a Director of Giving, Alumni Coordinator, Data Specialist, Director of Communications, Digital Communications Officer, and Graphic Designer. The Director of Giving oversees the alumni coordinator and data specialist, and the Director of Communications oversees the Digital Communications Officer, Graphic Designer and freelance talent.



The Director of Giving is responsible for the ongoing development of ASIJ's Annual Giving program which includes a robust Annual Fund communications calendar and various community engagement events. The Annual Fund generates approximately ¥100m annually and is supported by current families, alumni and current and former faculty and staff. The Advancement team is regularly in touch with about 12,000 alumni globally, and hosts a variety of in person and virtual engagement events both in Japan and abroad.

ASIJ's award-winning communications team is responsible for creating high quality written and visual content for a variety of platforms. They produce the school's websites and oversee ASIJ's various online portals, social media channels, video content, and print materials. These include the School's flagship publication, *The Ambassador*, which is mailed to approximately 11,000 community members worldwide. The team works closely with the PTA and provides communication services to the entire school community.

# The Role

## Job Title

Chief Advancement Officer

## Location

Tokyo, Japan

## Reports to

Head of School

## Direct Reports

- Director of Giving
- Director of Communications

## Key Relationships

### Internal:

- Senior Leadership Team
- Deputy Head of School for Teaching
- Chief Financial Officer/Operating Officer
- Board of Directors
- Advancement Committee

### External:

- Current and past parents
- Alumni
- Current and prospective donors
- Community members and friends of the School

## Purpose

The Chief Advancement Officer (CAO) will report directly to the Head of School and serve as a member of the School's Leadership Team.

The leadership of the CAO will be integral to ASIJ's future aspirations to help advance the School's mission and vision. Working with the Head of School and Ennead Architect, an immediate priority for the CAO is to lead the School's first ever capital campaign in support of the re-development of the Chofu Campus, a key priority of ASIJ's strategic design framework.

The CAO will develop a strategic plan to increase philanthropic engagement and income, and alumni engagement, to support the delivery of ASIJ's overall ambitions.



# Key Criteria for Success

*After 12 months in the position, you will have:*

- Developed and implemented a fundraising strategy in support of the Capital Campaign with clear performance goals and resources required, aligning with the vision and key priorities of the School.
- Begun developing relationships with existing and potential major supporters of ASIJ, and deployed the appropriate cultivation plans to deepen their engagement and/or secure new support.
- Built a good case for support and strengthened the culture of philanthropy, utilizing Board Directors and Advancement Committee members as catalyst.
- Undertaken a review of internal processes for fundraising with a view to simplifying and making efficiency improvements.
- Coached and mentored the team to rise to the challenges of the next phase of fundraising activity.
- Established strong working relationships with, and won the confidence of, all key stakeholders who are critical to success in fundraising; these include educational leadership members, senior leaders and volunteers, as well as colleagues across ASIJ.
- Successfully integrated into ASIJ's community, having developed a good understanding of the culture and uniqueness of the School and its community.



# Key Responsibilities

## Strategy and Advancement Leadership

- Working in collaboration with the Head of School and Board Directors, provide strategic directions for all fundraising, alumni engagement and marketing communications for ASIJ.
- Lead the advancement team to drive a strategy for revenue and capital fundraising at ASIJ, including setting short-term and long-term financial targets and delivering on those targets.

- Lead the feasibility study for the Capital Campaign with the outcome of a compelling case for support, overall income targets and measurables, and a detailed campaign operating plan.
- Work collaboratively with the team to identify prospects to embed a more integrated institutional approach to major gifts and regular giving fundraising; seeking to increase overall philanthropic income through annual giving, corporate giving program, and build the School's endowment.



## Management

- Work with academic leadership and board directors to develop a pipeline of prospective donors both in Japan and internationally through implementing a robust prospect research program.
  - Provide excellent stewardship of senior volunteers and work closely with them to identify and cultivate prospective donors through meaningful activities that deepen their relationships with the School and engage them with philanthropic causes.
  - Develop an alumni relations strategy with clear engagement programs and goals; dovetailing with the overall Capital Campaign and School's strategic directions.
  - Develop and implement a comprehensive Marketing and Communications strategy and service that is integrated with and supports the advancement function.
  - Oversee and coordinate the School's ability to provide contemporary print and digital communications, marketing programs and publications that support the School's strategies and objectives.
- Provide leadership in coaching and motivating all advancement staff to deliver strategic goals and performance targets.
  - Ensure business processes are in place, enhancing operational efficiency and maximizing resources.
  - Oversee timely processing of gifts and accurate reporting on fundraising targets based on a robust approach to data gathering and impact measurement.
  - Build the competency of the fundraising team through coaching and delivering best practice in fundraising.

# Experience and knowledge

## Essential

- Bachelor's degree. Minimum of BA or BS; MA, MS or CFRE (Certified Fundraising Executive) credential preferred.
- Proven experience shaping, leading and delivering successful capital campaigns.
- Proven success in fundraising managing the full scope of development functions, including annual giving, major and principal gifts, campaigns, advancement services and stewardship.
- Significant major gift fundraising experience with a proven and current track record of securing seven figure donations and more, from local and international high net worth donors.
- Experience overseeing a comprehensive advancement function, including development, alumni relations and marketing communications.
- Exceptional leadership skills, being able to move and inspire a cross-functional group leading it into a unified direction with a common vision.
- Significant experience coaching and developing teams, with proven success of achieving ambitious targets.

- Experience working with and managing high level volunteer boards and leadership.
- Experience organizing and managing events.
- Proven experience in managing complex and nuanced donor relationships which require a bespoke approach and a high level of judgement.
- A thorough understanding of best practice in philanthropy and experience developing strategic fundraising as well as regular income generation.

## Desirable

- Some level of proficiency in Japanese.
- International fundraising experience, including the US.

## Skills, Abilities and Attributes

- Ability to collaborate at exceptionally high levels and lead complex systems.
- Possess cultural competencies and sensitivity to work effectively and respectfully in a diverse, international community.

- A dynamic, mission-driven leader with exceptional interpersonal skills.
- Outstanding written and verbal communication skills, with the ability to communicate to a wide range of audiences with gravitas.
- Ability to work in a diverse, goal-oriented and deadline driven environment.
- Strategic, creative and analytical operator.
- Demonstrable and strong leadership skills, with an open, approachable and inclusive style which inspires trust.
- Proven ability to lead, influence, negotiate and work collaboratively across different levels of stakeholders.
- Highly nuanced political and cultural sensitivity.
- High level of motivation and initiative, and a desire to succeed and achieve results.
- Responsive, resourceful and resilient.



# Next steps

## Terms

The successful candidate will be offered an initial contract of 3 years.

To discuss salary parameters please call **Chua Beng Hwee**, Director, Singapore Office or **Judith Marks**, Senior Consultant Australia Office.

## How to Apply

Applications should include:

1. A comprehensive curriculum vitae giving details of relevant achievements in recent posts as well as your education and professional qualifications.
2. A cover letter that summarizes your interest in the position, including your relevant experience and qualifications, and demonstrates your ability to communicate effectively in writing.
3. A 3-4 minute video introduction (4-min max, please) that shares your interest in the position and what you would contribute to ASIJ as its next Chief Advancement Officer.
4. A list of 6-8 professional references with contact details for each. Please include your current supervisor and previous supervisors with whom you have worked extensively, including from other institutions. Other references may include colleagues or members of teams you have led; board members with whom you have worked closely; or others who have known you in a professional capacity.

## Selection Process

The applicants with the most relevant experience will be invited to have initial exploratory discussions with Chua Beng Hwee, Director, Singapore Office and Judith Marks, Senior Consultant Australia Office.

Closing date for applications is 4 July 2023.

Please send your application to **Chua Beng Hwee**, Director, Singapore Office or **Judith Marks**, Senior Consultant Australia Office:

✉ [info@richmond-associates.com](mailto:info@richmond-associates.com)

# About Richmond Associates

Richmond Associates was established in 1999, in the UK, by our Founder, Moyra Doyle. Her vision was to provide a professional and robust recruitment process to help organisations address their growing need for expertise in fundraising and ultimately, find exceptional talent. Building on Richmond Associates' strong foundation in the UK, the Australia office was then opened in 2011, followed by Singapore in 2019.

For almost a quarter of a century we have worked in partnership with the world's leading education, arts and cultural, health, and charitable organisations to find experienced and emerging fundraising and advancement professionals. As a result of this focus, we have gained a reputation as a trusted intermediary between our clients and candidates. We also have an enviable insight into the profession, which enables us to advise on career development and talent management strategies.