



## Job Description Director of Marketing & Development

### VISION

We envision children transformed by the redemptive power of Jesus Christ and empowered to fulfill all their God-given potential.

### MISSION

Our mission is to provide Christ-centered homes and education for children, equipping and inspiring them to fulfill God's plan for their lives.

**SUMMARY/OBJECTIVE:** The Director of Marketing & Development is the front-line fundraiser responsible for developing strategies to secure annual planned giving and donor-directed gifts. Manages and develops a prospect portfolio aimed at increasing donations including major gift support. Manages Bethel Bible Village's brand and all aspects of marketing communication in order to raise awareness of our mission.

**REPORTS TO:** President and CEO

**JOB CLASSIFICATION:** Exempt

**DEPARTMENT:** Development

**SUPERVISES:** Manager of Marketing & Communications; Grant Writer; Director of Church Relations

**WORK LOCATION:** Primarily on-site at Bethel Bible Village

### ESSENTIAL FUNCTIONS:

- The individual fulfilling this role will protect the credibility of the Bethel Bible Village mission by complying with the Bethel Bible Village Standard of Conduct, setting an example, in words and actions that is consistent with the values and beliefs of Bethel Bible Village. Exemplify a vibrant Christian faith personally and professionally.
- Develop, lead, and execute comprehensive fundraising and marketing plans and objectives in coordination with the Executive Team with targeted goals, quantifiable outcomes, and timelines.
- Serve as an ambassador for Bethel implementing strategies that foster positive relationships in our local community and beyond. Identify and participate in speaking engagements at churches, mission conferences, organizations, and other businesses.
- Work collaboratively with other team members to identify and implement new development opportunities, including special events and other fund-raising activities.
- Manage marketing and PR tasks to include the development of donation or campaign materials, assisting in the creation of brochures, flyers, videos, newsletters, website updates, etc.
- Support all areas of Bethel's ministry, programs, school, and Thrift Store to direct and support their messaging through marketing.
- Oversee and coordinate the social media marketing strategy with all departments for Bethel Bible Village using outlets such as Facebook, LinkedIn, Twitter, Google+, YouTube, Instagram, Pinterest, and other media platforms.

- Author articles and publish newsletters for direct mail and electronic distribution including Monthly Receipt Letters, Appeal Letters, etc.
- Oversee event planning, design, and production while managing all project delivery elements within budget and time limits.
  - Research, market, identify event opportunities and generate interest.
  - Negotiate contracts with facilities prior to closing any deals.
  - Propose ideas to improve provided services and event quality.
  - Organize facilities and manage all event details such as decor, catering, entertainment, transportation, location, invitee list, special guests, equipment, promotional material, etc.
  - Ensure compliance with insurance, legal, health, and safety obligations.
  - Specify staff requirements and coordinate their activities.
  - Promote events to ensure attendance.
  - Proactively handle any arising issues and troubleshoot any emerging problems on the event day.
  - Conduct pre-and post-event evaluations and report on outcomes.
- It is expected that professional and technical knowledge will be maintained by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.

**MINIMUM REQUIREMENTS:**

Spiritual: Be an active participating member in a local Christian church. In accordance with the Mission of Bethel Bible Village, will share the gospel with children in our care, as well as their families, to help them know and respond to the love of God in Christ.

Education/Experience: Bachelor’s degree in Business with a major in Marketing, Communications, or Journalism required. At least five years of experience in marketing/fundraising experience required.

Specific Skills/Requirements: Possesses knowledge and experience in marketing theory, branding, and application. Writes professionally, demonstrating exceptional writing and language skills. Must have excellent interpersonal and verbal communication skills. Possesses good technical understanding with the ability to pick up new tools quickly. Relationship building with prospective donors and current donors. Managing the department budget.

Specialized Knowledge, Licenses, other: Considerable knowledge and understanding of Marketing with non-profit experience preferred. Excellent working knowledge of Microsoft Suite, Mail Chimp, various social media platforms, and website content management.

**PHYSICAL REQUIREMENTS:** This job operates in a professional office environment using standard office equipment. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands; reach with hands and arms; balance; stoop; kneel, crouch, or crawl; talk or hear; taste, or smell. The employee must occasionally lift and/or move up to 10 pounds. Often responds to the phone and communicates with staff and donors.

**OTHER DUTIES:**

Please note that this job description is not designed to cover or contain an exhaustive list of all activities, duties, or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

**SIGNATURE:**

The employee signature below constitutes the employee's understanding of the requirements, essential functions, and duties of the position.

Employee \_\_\_\_\_

Date \_\_\_\_\_