



## 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 and Development provides strategic leadership and implementation of all fundraising and donor engagement efforts to advance the mission of Bethel Bible Village. This role leads the development team with a comprehensive program including major gifts, annual giving, grants, corporate and church partnerships, special events, and planned giving. Manages Bethel's brand and all aspects of marketing and communications to accelerate and expand awareness and drive engagement. The Director collaborates with the leadership team, staff, and support base to foster a culture of generosity rooted in faith and stewardship.

**REPORTS TO:** President and CEO

**JOB CLASSIFICATION:** Exempt

**DEPARTMENT:** Development

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

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

### KEY RESPONSIBILITIES:

#### Strategic Leadership

- Develop and implement a comprehensive annual development plan aligned with organizational goals and mission.
- Work closely with executive leadership to set and achieve fundraising targets to support operational and programmatic needs.
- Conduct in all settings consistent with the values and beliefs of Bethel Bible Village. Exemplify a vibrant Christian faith personally and professionally.

#### Donor Relations & Major Gifts

- Identify, cultivate, solicit, and steward major donors, churches, and foundations.
- Maintain strong, faith-centered relationships with donors, ensuring they are informed and inspired by the mission's impact.
- Prepare compelling proposals, presentations, and reports for donors and funding partners.

#### Annual Giving & Campaigns

- Oversee all aspects of operations funding, including direct mail, digital giving, and recurring donor programs.
- Lead capital or special campaign planning and execution as needed.
- Manage donor database integrity and reporting to ensure accurate tracking and analysis.

**Grant Management**

- Research and identify grant opportunities aligned with organizational mission and priorities.
- Oversee preparation and submission of grant proposals and reports.
- Build and maintain relationships with foundation partners.

**Communications & Events**

- Lead marketing/communications staff to develop comprehensive plans to achieve engagement, funding, and awareness objectives.
- Plan and execute donor appreciation, fundraising, and community engagement events. Directly responsible for expanding sponsorships, participation growth, and continuous improvement in effort to maximize financial impact, elevate experience and increase awareness.
- Serve as Bethel Ambassador at community and faith-based gatherings to enhance visibility.

**Leadership & Collaboration**

- Supervise development staff and volunteers; provide mentorship and professional development.
- Support all ministry programs by collaborating across functional areas to integrate fundraising strategies into programs and communications.
- Serve as a key member of the leadership team contributing to overall organizational strategy.

**MINIMUM REQUIREMENTS:**

*Spiritual:* Spiritually mature, with a commitment to integrating faith and work. Be an active, participating member in a local Christian church. In accordance with the Mission of Bethel Bible Village, we 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. Servant leader with integrity, humility, and vision.

*Education/Experience:* Bachelor's degree in Business, Marketing, Communications, or related field required. Minimum 5 years of progressive fundraising or development experience with management responsibilities required.

*Specific Skills/Requirements:* Possesses strong relationship building skills. 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. Departmental budget management.

*Specialized Knowledge, Licenses, other:* Considerable knowledge and understanding of Development and Marketing with non-profit experience preferred. Excellent working knowledge of Microsoft Suite, CRM platform, various social media channels, and website content management.

**PHYSICAL REQUIREMENTS:** This job operates in a professional office environment with frequent activity in public spaces. 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, climb; talk or hear; taste, or smell. The employee must occasionally lift and/or move up to 20 pounds.

**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 \_\_\_\_\_