

## JOB DESCRIPTION

**Job Title:** Communications & Creative Director

**Reports To:** SVP Advancement & Communications

**Region:** Operations and Administration **Full-time or Part-time:** FT**\_\_\_\_\_\_\_\_\_**

**Supervisory (# of staff supervised):** 2+

**ESSENTIAL PREREQUISITES FOR ALL STAFF MEMBERS**

Because World Impact is a Christian missions organization with a written doctrinal statement, World Impact reserves the right to employ only people who are born-again believers in the Lord Jesus Christ as their personal Savior, and who are in full accord with our ministry's doctrinal statement. Service is at the will of either the staff member or missionary, or World Impact. This means that the staff may quit at any time with or without notice and World Impact may terminate the service agreement at any time with or without notice. There is no promise that service will continue for a set period of time. Nor is there a promise that service will be terminated only under particular circumstances. No one has the authority to make representations inconsistent with this policy. This policy supercedes all written and oral representations that are in any way inconsistent with it. World Impact, Inc. retains the discretionary right to terminate any staff member, including missionaries, at any time and for any reason deemed to be in the best interests of the ministry. These policies do not constitute a contract, expressed or implied, to continued employment, and said policies do not alter the status of any at-will service member under the laws of the state.

**Education & Experience:**

* Bachelor’s Degree/Master’s Degree Preferred OR 7+ years equivalent work experience
* Advanced understanding of gift planning instruments
* CFRE Accreditation Preferred
* 7+ years non-profit development experience required, with minimum 3 years in faith-based major gifts role

**Job Summary:**

The Communications and Creative Director oversees World Impact’s (WI) role as thought leaders in the world of urban ministry as well as its branding efforts. S/He recommends, implements, and evaluates the annual digital and traditional marketing and communications strategies, planning and budget (detailed as follows):

• Develop and implement engaging and effective World Impact “storytelling” across all channels and mediums. As WI’s Chief Storyteller, develops and directs narratives, strategic messaging touchpoints and leads execution. 35%

• Digital Marketing: In coordination with the SVP and agency partners, directs strategy and execution of SEM/SEO, mass donor acquisition campaigns, Social and Mobile campaigns and other efforts as developed. 20%

• Directs design, copy, production and distribution of all print‐based content, including but not limited to newsletters, brochures, reports, fundraising collateral and presentations, printed magazines, audio/video products, media and public relations, and other related communications. 25%

• Oversee and direct communications campaigns, programs and materials for planned giving, legacy and estate marketing in conjunction with the designated partner and/or technology. 10%

• Guide marketing strategy and use of new CRM marketing features. 10%

• Other related areas of focus:

* Manage media and marketing supplier relationships and contract compliance. Proposal/presentation creation and coordination, and other role-related activities. 10%

**Qualifications & Expectations:**

CORE COMPETENCY

1. **Mission** **Driven**: Demonstrates commitment to the mission of World Impact as a whole and is aligned with organizational values
2. **Collaboration**: Helps colleagues as needed, views responsibilities as shared
3. **Adaptability**: Adapts and responds to change effectively; proactively seeks opportunities to be supportive of change and serve our mission
4. **Communication**: Uses effective written and oral communication with internal staff, teams, and community served; demonstrates empathy and listening
5. **Ownership**: Effectively manages own work, and work of teams when relevant, ensuring delivery of high-quality work
6. **Expertise** **in** **area** **of** **focus**: Has skills and expertise in area of technical or functional expertise

LEADERSHIP COMPETENCIES

1. **Initiative & Results Driven**: Makes and executes strategic plans to enhance intended impact, adjusting course as needed
2. **Strategic Thinking**: Considers the future of World Impact proactively and responsively; weighs diverse

inputs to inform strategies; identifies innovative opportunities when relevant

1. **Develops & Motivates**: Motivates others and supports their development through strong coaching and

mentoring

1. **Emotional Awareness**: Understands own emotions and others’, and responds with empathy
2. **Organization & Systems**: Has a robust understanding of the community served and the landscape in which

the organization operates, and actively applies that knowledge

**Physical Requirements:**

* Sedentary Work. While performing the duties of this job, employees are regularly required to sit, walk and stand; talk and hear, both in person and by telephone; use close, distance, color, and peripheral vision; use hands repetitively to finger, handle, feel or operate standard office equipment; reach with hands and arms; lift minimum 10 pounds.

**Essential Duties & Responsibilities:**

Interpersonal

* Leverages WI leadership community best practices and culture to achieve organizational objectives
* Skilled at building effective cross‐organizational working relationships and collaboration
* Coaches team members and colleagues to leverage rationale‐based thinking, design and delivery practices while utilizing same to inform and influence without formal authority across the organization
* Maintains healthy organizational culture through collaborative, encouraging, and inspiring leadership
* Manages partner/supplier relationships to equally yield strategic guidance and exceptional results

Operational

* Experienced in developing and implementing results‐based marketing and communication strategies
* Provides proactive and consultative brand‐related leadership to the organization and its partners
* Ably directs and coordinates multiple, overlapping projects, deadlines, partners and peers with excellence
* Professional writing, editing, proofing and verbal communication skills – “Chief Storyteller/Writer”
* Identifies, tracks and achieves appropriate quarterly Objectives and Key Results (OKRs) consistently

This description is not intended, and should not be construed, to be an exhaustive list of all responsibilities, skills, efforts or working conditions associated with this job. It is intended to be an accurate reflection of the principal job elements essential for making compensation decisions.

I have read the above job description and I believe I can perform the job.

# Staff Person’s Signature: Date:

# Supervisor’s Signature: Date: