

JOB DESCRIPTION

Job Title: Direct Fundraising Director

Reports To: SVP Advancement and Communications

Ministry: Advancement

Full-time or Part-time: FT

Supervisory (# of staff supervised): 4

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 supersedes 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:

- Bachelor's Degree Preferred, 7+ years non-profit fundraising/communication experience required, with minimum 3 years in faith-based organization preferred
- CFRE Accreditation Preferred
- 5-7 or more years of successful fundraising experience including the management of an email program, digital advertising program, and lead acquisition and conversion campaigns with a proven track record of developing and executing revenue generating campaigns.
- 2-3 years of management experience

Job Summary:

Direct Fundraising (45%)

1. Develop and deploy a comprehensive direct response fundraising plan with a focus on donor retention, acquisition, and growth.
2. Create compelling fundraising campaigns, offers, and materials to engage donors and promote the brand.
3. Monitor and analyze fundraising data to track progress and adjust strategies as needed.
4. Collaborate with cross-functional teams to ensure alignment and integration of fundraising efforts with other initiatives.
5. Manage and oversee all aspects of direct response fundraising and mass donor communication, including vendor management, budgeting, forecasting, and reporting.
6. Stay updated on industry trends and best practices in fundraising to continuously improve strategies and tactics.

Staff Management (25%)

- Recruit, train and manage the communications team, which includes a production designer, writer, digital marketing specialist, and administrator.

- Educate, manage, motivate, develop, and continuously coach direct reports to create a high performing and reliable team.
- Ensure the professional development of staff by setting clear and manageable goals and performance standards.
- Support the professional development activities and training of direct report to encourage continuous learning and professional growth.
- Provide accurate and timely feedback and coaching to direct reports, including the completion of all components of the formal annual performance review process.

Goal Setting, Metrics, and Reporting (15%)

- Partner with the Mission Effectiveness team, as well as leadership and key colleagues to set direct response fundraising and donor goals, as well as metrics to track and report the health of direct response fundraising tactics and strategies.
- Identify and communicate appropriate goals and reporting to key partners, including WI and Advancement leadership.
- Ensure accurate giving data entry, tracking and reporting in Virtuous and WeGive.

Other duties as assigned. (10%)

Internal and external skills, spiritual growth, and job-related administrative work (5%)

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
3. **Develops & Motivates:** Motivates others and supports their development through strong coaching and mentoring
4. **Emotional Awareness:** Understands own emotions and others', and responds with empathy
5. **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 fundraising and communication strategies
- Ably directs and coordinates multiple, overlapping projects, deadlines, partners and peers with excellence
- Fundraising writing, editing, proofing and verbal communication skills
- Identifies, tracks and achieves appropriate quarterly Objectives and Key Results (OKRs) consistently
- Expert knowledge of direct marketing principles and best practices.

- Data-minded and data driven with expert analytics, analysis, and reporting experience.
- Knowledge of ethical fundraising guidelines and best practices.
- Strong analytical skills and attention to detail and accuracy.
- Excellent organizational, time management, and project management skills.
- Knowledge of receipting rules and guidelines for digital and offline donations per IRS and ECFA.

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:** _____