

Director of Advancement Job Description



Job Title: Director of Advancement

Supervisor: Executive Director

Classification: Exempt (Full-Time, 40 hours/week)

Landing Page for Application and Reference Forms: <https://lifelineofberks.org/make-a-difference/join-our-team/advancement-director/>

Overview

The Director of Advancement is responsible for implementing overall objectives and priorities for the direction of all fundraising efforts of Lifeline of Berks County Inc. (hereafter, Lifeline) This includes initiatives to identify, cultivate and solicit donors to ensure a strong base of ongoing financial support and cultivate and increase the local community's awareness and recognition of Lifeline as a leading Christ Centered, life- affirming resource provider so as to increase Lifeline's reach, client base and donor support.

General Responsibilities

- Report regularly to the Executive Director on plans, programs, issues, and accomplishments.
- Develop and implement strategies to promote Lifeline's mission to both internal constituencies and the community at-large.
- Lead a comprehensive giving program including the design and implementation of policies and strategies necessary to align with Lifeline's financial strategic plan.
- Design, implement, and manage campaigns, special projects, and other solicitations.
- Cultivate an organizational culture of gratitude for all gifts of time, talent, and treasure.
- Pray regularly for Lifeline, its people, and its ministry.
- Maintain a flexible schedule to achieve the objectives of the organization.

Specific Responsibilities

Database

- Oversee gift processing and information systems ensuring that office systems and technology appropriately support advancement efforts.
- Maintain a current and active database of donor contacts and prospects.
- Provide effective training and support for staff and volunteers who use the database.

Donor cultivation

- Manage all strategies and activities for donor cultivation, solicitation, and relations.
- Lead fundraising and collaborative partnerships: Design, implement and manage all fundraising activities including annual giving, endowment and capital campaigns, special projects and other solicitations.
- Schedule, manage, and conduct regular fact-to-face visits with prospects for the purpose of nurturing and cultivating relationships and soliciting major gifts.
- Attend networking events to increase Lifeline's professional network, refine relationship

- management skills, and enhance Lifeline's outreach and capacity.
- Develop, plan, implement, and manage planned giving.
- Implement recognition programs and opportunities for the expression of thanks.

Event Management

- Create and implement ideal fundraising event plan to ensure both revenue and “friend-raising” goals for Lifeline.
- Ensure all fundraising events support the vision and brand image of Lifeline consistent with the message of the development plan.
- Establish strategic fundraising goals aligned with budget and key performance indicators of Lifeline.
- Evaluate, track, report, and manage operations of individual events.

Foundations/Grants

- Develop and sustain a system to research grant opportunism with Public, Private and Corporate foundations.
- Maintain contact with executives at local and potential foundations and grantors.
- Work with the Executive Director to determine best grants to apply for.

Businesses/corporations

- Identify cause-related marketing partnerships for Lifeline and cultivate relationships with them.
- Work with the Executive Director in broadening the base of support among local churches.

Marketing

- Ensure brand identity and congruency throughout the organization.
- Work with the Executive Director to develop a public relations and advertising campaign.
- Oversee production of all major print and electronic publications and communications.
- Monitor success against the criteria established by the Board of Directors.

Budget

- Work with the Executive Director to develop the annual income budget.
- Report to the Executive Director on budgetary expenditures to ensure adherence to corporate policy and budget guidelines.

Other

- Provide a quarterly report to the Board of Directors providing updates, measures and trends for Donor base, fund raising, training etc.
- Perform other duties as assigned by the Executive Director of Lifeline

SUPPLEMENTAL INFORMATION:

Qualification and Skills Required:

- Passionately pro-life; Expresses full agreement with and acts in concert with Lifeline's mission statement, code of conduct, statement of faith, and core values.
- Self-motivated and independent worker, capable of following through on commitments
- Able to organize time effectively and establish priorities while providing quality work.
- Team oriented with excellent relationship skills.
- Exhibit an enthusiastic and outgoing personality that builds positive relationships with the public on behalf of Lifeline.
- Respects confidentiality and privacy of donors and contacts per applicable laws and regulations.
- 3 - 5 years' experience in sales, marketing, or advancement, with a demonstrable track record of success.
- Bachelor's degree or higher form of experience or an accredited university or college in Business, Marketing or a related field.
- Excellent oral and written communication skills and a thoughtful listener
- Proficient in Microsoft Word, Excel and Publisher..
- Complies with the policies and procedures of Lifeline.

Working Conditions/Physical Demands:

Activities in performance of duties include sitting, standing, walking, climbing stairs, lifting to 20lbs., kneeling, reaching, pushing, pulling, keystroking on a keyboard or similar device, talking, hearing, and seeing. Must have the ability to drive a car and provide your own transportation.

Salary: Range \$75,000 to \$100,000

The above describes the general nature of the job and is not an exhaustive list of all duties, responsibilities, knowledge, skills, abilities, and working conditions.

Resume and Application/Reference Form can be sent to Stephanie Giles, Executive Director sgiles@lifelineofberks.org

Lifeline of Berks County, Inc.
c/o Stephanie Giles
612 Reading Avenue
West Reading, PA 19611