



CHILDREN AT HEART MINISTRIES, INC.
Position Description

DIRECTOR OF COMMUNICATIONS AND ANNUAL GIVING

POSITION ASSIGNMENT

Position Title: Director of Communications and Annual Giving

Company: CAHM

Status: Full-Time

Reports to: VP for Mission Advancement

CAHM Vision: We are a family of Christian ministries that exists to honor God and build a better world by serving children and strengthening families.

Three Key Results for CAHM:

1. Best in class client outcomes
2. Securing our shared future
3. Be the employer of choice

POSITION SUMMARY

The Director's primary responsibility is the strategic execution and management of ministry-wide integrated communications, creative development, and a coordinated matrix of communication and solicitation strategies involving email, newsletters, direct mail, and social media, all focused on shaping a sustainable tradition of annual support for the entire Children At Heart Ministries family.

The Director is also responsible for creating a culture of philanthropy and influencing and shaping a sustainable fundraising program by effectively managing a prospect pool of entry level/lower level donors and moving them to higher giving levels. The director has a keen appreciation for the foundation of annual giving as the enabling component of successful major and gift planning programs.

Children At Heart's affiliated ministries include Gracewood in Houston, Miracle Farm in Brenham, and Texas Baptist Children's Home in Round Rock. Children At Heart Ministries embraces a vision of breaking the generational cycle of child abuse and family crisis and has a 73-year history of service to children and families across Texas.

KEY RESPONSIBILITIES

SKILL BASED COMPETENCIES

- Plan and coordinate the annual calendar of communications activities for all agencies.
- Plan and manage an annual communications budget for all agencies.

- Recruit, train, and supervise communications and annual giving staff.
- Coordinate communications activities for all agencies, including publications, website, social media, fundraising appeals, advertising, multi-media presentations, news, and media relations.
- Oversee annual giving programs including direct giving, online giving, workplace giving, and donor stewardship.
- Formulate and execute a marketing and communications program supporting all fund development priorities.
- Focus on effective communication and solicitation activities within specific market segments identified as having potential for the greatest growth.
- Working in coordination with other staff, determine annual giving goals for each ministry and build strategic and tactical plans for achieving these goals. This strategy will be a comprehensive plan utilizing the resources available through development services and donor relations.
- Ability to understand the needs and interests of donors in order to develop relationships between them and the ministries.
- Demonstrated leadership and the ability to successfully manage multi-functional or diverse areas.
- Ability to influence, initiate, analyze, monitor, evaluate and alter strategic advancement plans.
- Manage a prospect pool with demonstrated readiness to move to a Leadership Gift portfolio and manage transition to the Leadership Donor strategy.
- Keep current on programs offered across the Children At Heart family of ministries.
- Work effectively with the VP for Mission Advancement and Ministry Presidents to gain strong participation in annual giving to support each ministry and build strategies for moving donors to higher giving levels.
- Able to maintain a flexible work schedule.
- Must have high tolerance for stress.
- Must possess excellent project management skills.
- Excellent oral, written, interpersonal, analytical and organization skills required.
- Knowledge of Baptist polity, doctrine, and practice is a plus, but not a requirement.
- Must be efficient in MS Office software.
- Familiarity with Adobe Creative Software, InDesign or other similar graphics software.
- Other duties as assigned by supervisor.

BEHAVIOR BASED COMPETENCIES

- Christian, biblical behavior is expected at all times and includes but is not limited to the following:
 - Honors God by lifestyle and is a positive Christian role model both personally and professionally. This person must agree with and live the CAHM's Mission, Vision, and Core Values.

- Exhibits excellent organizational skills, sound judgment, and confidentiality as well as effective communication abilities in dealing with both staff and the public.
- Works independently, displaying creativity and initiative in everyday duties, and submits ideas and suggestions to enhance overall business operations and the position itself.
- Provides leadership and works in partnership with other team members and key staff in strategic planning and budgeting for multiple organizations.
- Demonstrates effective collaboration across the family of ministries. Utilizes at all times teamwork and coalition building. Works cooperatively with all personnel and those of related corporations, Trustees, donors, contracting agencies, all stakeholders, and the general public.

KEY REQUIREMENTS

QUALIFICATIONS

- Five or more years of experience in at least two of the following areas, with interest in mastering the others: annual gift fundraising, marketing and communications, website, social media, database management.
- Bachelor's Degree or equivalent combination of training and experience.
- CFRE, preferred.
- Experience in a faith-based or social service non-profit is a plus.
- Experience using Blackbaud Raiser's Edge or comparable donor database is also desired.

PHYSICAL REQUIREMENTS

- Ability to travel regularly
- Normal office work

ACCOUNTABILITIES

- Reports to VP for Mission Advancement

Salary: \$80,000-\$90,000

Please visit www.cahm.org/jobs to learn more and apply.