

Director of Community Engagement

JOB DESCRIPTION OVERVIEW

The Director of Community Engagement develops and maintains a successful individual, corporate, church and foundation solicitation program and develop new funders. This person is responsible for the overall fundraising, marketing, and communications strategy of the organization. The Director of Community Engagement must adhere to the Mission, Vision, and Core Values of the organization and balance a professional and relationship building approach to fundraising. This person works under the supervision of the Executive Director.

Specific Responsibilities:

- Build and maintain a successful giving program by servicing current supporters (church, individual, business, grantors), identifying new supporters, designing and initiating strategies, maintaining accurate records, creative development of materials, and grant proposals, as needed
- Implement and oversee strategic organizational marketing plan, to include social media
- Direct the fundraising events, most notably the annual fundraising breakfast
- Coordinate and create campaigns to build annual support from individuals
- Evaluate and pursue donor engagements with individuals, organizations and businesses
- Create and implement a robust organizational marketing strategy
- Initiate major gifts and planned gifts from individuals
- Manage press and media relations
- Research grant opportunities, write proposals and report to foundations on grant compliance
- Maintain accurate records in the database
- Know and get to know our supporters, churches, and volunteers
- Produce communication materials (including print and web publications) to share the message of the ministry throughout the community
- Develop and maintain contacts with church mission committees
- Coordinate church requests and work to strengthen church relations
- Attend local community functions to represent the ministry, enlisting help from board and staff, when needed
- Attend development, marketing, and grant trainings and webinars, as available.
- Seek speaking opportunities for the Executive Director and chaplains to expand knowledge of the ministry's work
- Maintain and grow sponsors of the annual fundraising breakfast
- Engage board members on appropriate projects to raise awareness and funding for the ministry
- Regular updates to the Executive Director on the progress of projects

Qualifications:

- Minimum of a Bachelor Degree
- Proven track record in successful fundraising for a non-profit organization
- Values humanity and belief that second chances are possible for inmates.
- Compassion and commitment for this ministry to inmates
- Works well independently and with a team to achieve ministry goals
- Excellent written and oral skills
- Detailed oriented
- Ability to engage and connect individuals in the mission of the ministry
- Comfortable working in an incarcerated setting
- Visionary