WOMEN’S CARE CENTER
DIRECTOR OF DEVELOPMENT JOB DESCRIPTION

Objectives of the position: As an ambassador of Jesus Christ, the Director of Development plans, implements, and coordinates the following: 1) fundraising efforts and community activities that will encourage, maintain, and increase philanthropic support to meet the short and long term needs of the pregnancy center and 2) public relations and marketing efforts that will engage women to seek our services. These activities shall be consistent with the mission and goals of the organization.

Reports to: Executive Director

Status: Non-Exempt, Full-time

Minimum Qualifications:

- Be a person of mature judgment and unquestioned Christian character, loyal to the Word of God, devoted to the Lord Jesus and the spiritual welfare of Women’s Care Center.
- Be in full agreement with the mission, Statement of Faith, and Sanctity of Human Life Statement of Women’s Care Center.
- Be a positive role model of the Christian faith and be able to effectively communicate God’s truth in practical ways.
- Have a sincere desire to share and expand the ministry of WCC and communicate that effectively within the community.
- Be dependable, stable, and capable of following through on commitments.
- Possess a 4 year college degree or the equivalency of such in experience.

Essential Functions:

I. Administration

- Prepare an annual operating plan for the development activities within the community; when complete, such plan will include those goals designated by the Board of Directors, the objectives and activities consistent with those goals, a model for evaluating effectiveness, and budgetary requirements.
- In conjunction with the board and Executive Director, design, implement, coordinate, and evaluate programs in the following areas of fund development: annual giving, major gifts, planned giving, special events, grants, and other ongoing activities
- Coordinate agency activities in support of the annual fundraising events
- Participate in establishing the overall strategic plan for the pregnancy center
- Conduct thorough prospect research and identification activities for the pregnancy center; devise and implement specific strategies to develop relationships with individual donors and community churches; cultivate these relationships to expand the ministry’s donor base
- Report, in a timely manner, the monthly and annual progress, effectiveness, and efficiency of development programs conducted by the center; identify problems in meeting objectives and recommend solutions
- Develop and maintain a working knowledge of computer software programs specifically designed to facilitate accurate donor and prospect information; employ a donor information system that ensures donor and prospect records and history are current, accurate, and timely
• Develop policies and procedures that provide for regular back-up of donor files and procedures for safeguarding donor and prospect database to ensure the protection and integrity of historical data
• Accept assignments not specifically delineated above as requested by the Executive Director and board

II. Public Relations

• Develop and maintain strong working relationships with key contacts within the community; this includes businesses, civic groups, churches, and philanthropic prospects; identify potential fundraising opportunities within these groups and recommend a course of action for entering these markets
• Initiate and share public speaking opportunities with the Executive Director in order to educate and/or update groups willing to support the center.
• Prepare an annual marketing plan within the projected budget amount targeting those who may need our services.
• Work closely with the Executive Director to develop the ministry’s public relations and marketing efforts including, but not limited to, social media, websites, promotional brochures, billboards, radio and television exposure, and community appearances by board, staff, and volunteers. These will be directed appropriately to our target audiences.

Last Modified: September 11, 2020
Prepared By: Executive Director
Approved By: Board of Directors

Employee Acknowledgement:

I have read and understand the Job Description for the position I hold at Women’s Care Center. A copy of the Job Description has been given to me for my records. I acknowledge, understand and agree that:

1. It is to inform and assist me in the performance of my duties at the center.
2. It does not constitute an employment contract with the center.
3. It does not confer any rights for any employee.
4. It is subject to change at any time without prior notice.
5. It is the property of the center.

I understand and agree that my employment with Women’s Care Center is “at will” and may be terminated at any time, with or without cause, for any or no reason, and with or without prior notice.

Signature: ___________________________ Date: ________________

Original: Employee’s Personnel File       Copy: To Employee