

**Richland Pregnancy Services  
Director of Development Job Description**

**Job Summary**

The Director of Development's primary purpose will be to drive the development/fundraising efforts of the ministry, to develop relationships with new and existing churches and friends of the ministry in order to increase RPS' financial position, to act as RPS' representative in the community and to oversee the development of marketing strategies to the at-risk client. The position includes supervision and training of the staff and volunteers to accomplish those purposes.

**Reports to:** Executive Director

**Supervises:** Volunteers and personnel staff within area of responsibility

**Status:** Non-Exempt 40 hours per week, including evenings & Saturdays

**Minimum Qualifications:**

1. Be a committed Christian who demonstrates a personal and growing relationship with Jesus Christ.
2. Have a passion for the ministry of RPS
3. Exhibit strong commitment and dedication to the sanctity of all human life and sexual purity.
4. Agree with and uphold the Mission Statement, Statement of Faith, Statement of Principle and policies and procedures of RPS.
5. Have a Bachelor's Degree, preferably in Marketing/Design, a helping field or related experience equivalent. (Recommended)
6. Exhibit strong interpersonal communication, organizational, problem solving, public speaking, and writing skills.
7. Have previous experience with non-profit development. (Recommended)
8. Respect confidentiality
9. Be dependable, teachable, stable and capable of following through on commitments with little supervision and participating in a team environment.
10. Complete the initial volunteer training
11. Have experience with basic computer operations and be familiar with design software and web site programming.
12. Ability to design marketing materials, ads, billboards at a professional level
13. Be able to carry out responsibilities with little or no supervision
14. Background check required.

**Essential Functions**

**I. Development/Fundraising**

- A. Supervise, comprehend and utilize information on the donor database.
- B. 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, and other ongoing activities. This would include the marketing plan, the service plan and the follow-up structure.
- E. Work with the Executive Director to develop and implement a capital fundraising campaign, when needed. This would include working with professional counsel (as necessary) in the preparation of the campaign strategy, campaign solicitations and campaign follow-up.

## **II. Annual Events**

- A. Establish and execute a time line for the successful completion of the events.
- B. Direct and manage large events, with professional planning. Organize details necessary for the functional success of each event.
- C. Determine amount of and organize purchase of supplies for all events.
- D. Develop and revise all promotional material used for the various events.
- E. Incorporate the use of volunteers as much as possible for the successful completion of tasks related to each event.
- F. Recruit, train and supervise volunteers and liaisons as needed for each event.
- G. Oversee the entry of all event donations making sure they are done in a timely manner.
- H. Upon completion of the event, evaluate each area of responsibility to determine successes and changes that may need to be made for the following year. Keep record of those evaluations for incorporation the next year.

## **III. Grant Proposals**

- A. Conduct research to locate additional foundations in which RPS would qualify to send a grant proposal.
- B. Write each proposal making sure that the proposal satisfies the specifications requested by the sponsoring foundation or organization.
- C. Establish relationship/connections with staff of local foundations in order to better understand the operation of those grants and facilitate greater awareness of this ministry within the organization.

## **IV. Public Relations**

- A. 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.
- B. Represent the agency in civic organizations and other public forums to enhance development efforts of the pregnancy center.
- C. Coordinate Sanctity of Human Life Sunday in area churches.
- D. Establish a speaker's bureau and train those individuals in how to professionally and effectively represent RPS in the community.
- E. Oversee the production and the mailing of the quarterly Herald of Hope newsletter, including the selection of the mailing list, assignment of articles to writers, gathering of facts, data and photos and meeting all deadlines.
- F. Coordinate all publicity campaigns or events.

## **V. Marketing**

- A. Conduct research to determine the most effective means of marketing RPS services to the at-risk client.
- B. Develop and coordinate all marketing strategies to the at-risk client.
- C. Develop and revise promotional materials used in presenting RPS services to the clients, community and churches.
- D. Oversee the development and maintenance of client and donor website and social media pages.

## **VI. Staff**

A. Be responsible for the daily management of the development team. This includes both staff and volunteers. As the team grows, the Director of Development will be responsible for hiring, input, training and supervision of these staff.

**VII. Other Responsibilities**

A. Participate in weekly staff prayer meetings

B. Accept assignments not specifically outlined above as requested by the Executive Director.

Director of Development will receive an annual oral and written evaluation by the Executive Director