



## ROLE DESCRIPTION

**Role:** Marketing and Campaigns Director

**DEPARTMENT:** Development (Advancement/Fundraising)

**REPORTS TO:** Vice President, Development

**CLASSIFICATION/ STATUS:** Full-Time Exempt

The work is conducted primarily at 1805 Dalton Avenue, Cincinnati, OH 45214.

**GENERAL STATEMENT OF DUTIES & RESPONSIBILITIES:** Lead the marketing and fundraising campaigns team within the Development Department. Develop, plan, and implement the marketing and campaigns strategy. The person in this role will also manage the production and distribution of direct marketing and fundraising materials, including (but not limited to) direct mail appeals, monthly donor programs, new donor acquisition programs, telemarketing, and radio. This role will also work with third-party partners to produce fundraising and marketing materials in accordance with the overall messaging strategy. He/she will partner with the full Development Team and all other Departments and Ministry Teams.

### MAJOR POSITION RESPONSIBILITIES:

1. Do the work at hand in a manner that is aligned with the ministry's core values of being: Godly, builders of meaningful Relationships, Compassionate and focused on Positive Transformation for ourselves and participants in our ministry programs.
2. **Leadership & Strategy:**
  - Work closely with the VP of Development, Communications Director, and Digital Marketing Manager to develop the overall fundraising and marketing strategy.
  - Provide leadership to a small fundraising and marketing sub team within Development including Communications Director and Digital Marketing Manager. Lead the team in goal setting, planning, strategy, and campaign development to best accomplish fundraising and marketing goals.
  - Champion the City Gospel Mission brand and voice throughout the organization and in the community, building brand awareness.
  - Hire (along with HR), train, support, encourage and guide the team, making sure they have the knowledge and resources to excel in their roles.
  - Review fundraising and marketing results reports on a monthly or as needed basis and adjust team strategy when appropriate.
3. **Direct Mail:** Responsible for the development and coordination of all direct mail used for fundraising.
  - Work closely with marketing and fundraising partners/vendors to meet deadlines and accomplish goals.

- Make recommendations to the VP of Development for future direct mail budgets, tests, strategies, and plans.
  - Produce materials on time and in a professional manner, free of all errors including spelling, grammar, and factual information.
  - Track performance of mailings and activities and make comparisons to goals.
  - Pull and manipulate donor mailing lists for in-house mail pieces.
  - Build collaborative relationships with emergency shelter guests, program clients, staff, donors, and other outside contacts.
  - Manage the in-house production and distribution of several mail pieces not produced by our marketing partner. Including but not limited to: JobsPlus and Youth appeals, new donor bonding letters, donor tax statements and the annual Christmas card.
  - URS: Oversee the state solicitation registration compliance program with vendor.
4. **Data:** Pull and manipulate data for fundraising performance reports. Including but not limited to thank you calls, wealth engine, acquisition, mailing lists.
5. **Partners in Hope Monthly Giving Circle:**
- Develop and implement strategies to grow the monthly giving circle and steward donors.
  - Manage production and distribution of monthly letters to donors in the Partners in Hope program.
  - Engage and celebrate monthly donors by phone, email and with cards for special occasions.
6. **Telemarketing:** Oversee all telemarketing activities including relationship with telemarketing vendor, scripts, letters, donor data clean up and evaluating results.
7. **Radio:** Maintain current radio relationships and assist in establishing new radio relationships.
- Establish a strategy and calendar of radio activity, marketing, and fundraising.
  - Lead Stuff the Truck event in November with assistance from the Holiday Partnerships team.
8. **Other:** As with all CGM staff, the person in this role will complete other work-related duties as assigned.
- Assist with new fundraising initiatives and special projects, coordinate with direct marketing vendors. (Examples: door-to-door campaign, View Spark, etc.)
  - Assist in donor database management including campaign creation, entering prayer requests.
  - Respond to donor questions and concerns as they relate to activities in areas of responsibility.

#### **PERSONAL REQUIREMENTS:**

1. Have the personal experience of receiving, by faith, Jesus Christ as Savior and Lord and be actively involved with a local church.
2. Have a passion to see men, women, and children come to know Jesus Christ as their personal Savior and Lord.
3. Have a personal fellowship with the Lord, which includes daily prayer and Bible study.

4. Agree with and sign the Statement of Faith of City Gospel Mission.
5. Have a personal conviction to serve people of all ethnicities with genuine care and equity.

#### **PHYSICAL REQUIREMENTS:**

1. The ability to move and function in an office environment. Manual dexterity is required. May require ascending/descending stairs, lifting or moving up to 25 pounds of office equipment or furnishings in a business setting.
2. The person in this position frequently communicates with donors and staff who have questions. She/he must be able to verbally exchange accurate information in these situations.
3. Ability to soundly analyze information, ability to visually review written information, ability to listen and verbally communicate by phone.

#### **SKILLS AND EDUCATIONAL QUALIFICATIONS:**

1. Bachelor's degree in marketing, fundraising or equivalent; Certified Fundraising Professional designation a plus.
2. Proven experience running a marketing or fundraising team.
3. Excellent leadership and organizing skills.
4. Knowledge of donor or customer databases is a plus.
5. Excellent written, verbal, and interpersonal communication skills.
6. Ability to multitask and possess practical time management skills.
7. Personal integrity is essential, as position requires handling of sensitive information.
8. Team player who is organized, productive, and willing to take on new tasks as needed.
9. Must pass both background and drug screening.

Date Revised: 5/22/23

Kelly Wilson, Human Resources Director