

Director of Community Outreach

Objectives of the position:

The Director of Community Outreach is an executive leadership position for a seasoned professional with a wide cross-section of organizational skills and experience.

The Director of Community Outreach has two primary objectives: One is to establish, build, maintain, and promote relationships with Friends of the Ministry in order to build the donor base. The second is to establish relationships with the “referral” community from which our clients come from in order to educate these potential referral sources on the services we provide and to attract new clients.

Reports to: Chief Executive Officer

Supervises: Volunteer development teams

Qualifications:

1. Be a committed Christian who demonstrates a personal relationship with Jesus Christ as Savior and Lord
2. Exhibit strong commitment and dedication to the pro-life position and sexual purity
3. Agree with and be willing to uphold Asheville Pregnancy Support’s Statement of Faith, Vision and Mission Statements, and center policies and procedures
4. Highly self-motivated with the ability to carry out responsibilities with little or no supervision
5. Visionary with new ways to promote the ministry
6. Possesses excellent people skills, through both verbal and written communication
7. Public Speaker who is able to impassion others
8. Have a bachelor's or master's degree in a relevant field, or related experience equivalent; previous experience with non-profit development preferred
9. Intermediate computer skills with demonstrated proficiency in Microsoft Word and Excel

Essential Functions:

I. Fundraising / Friendraising

1. Building and maintaining relationships with present donors
2. Establishes relationships with new donors
3. Educate the community on APSS services to both attract new donors and clients
4. Coordinates agency activities in support of annual fundraising plans
5. Lead Donor Development Committee
6. Report to the CEO, in a timely manner, the monthly and annual progress, effectiveness and efficiency of development programs; identify problems in meeting objectives and recommend solutions

II. Public Relations

1. Give presentations and center tours to individual donors, church groups, and other organizations
2. Assist in the recruitment of center volunteers
3. Assist with the development of the annual report to recap major events for the year
4. Work closely with the CEO to develop the ministry's public relations and marketing efforts including, but not limited to, brochures, newsletters, website, and social media

III. Administration

1. Develop and maintain a working knowledge of donor tracking software programs and ensure donor and prospect records and history are current, accurate, and timely
2. Process donor receipts
3. Manage donor thank you system, including the creation of monthly thank you notes and special thank you notes as required, assuring timely, encouraging, and inspiring recognition of donor gifts
4. Coordinate the generation and distribution of year end donor statements; verify accuracy of information prior to distribution

IV. Miscellaneous

1. Accept assignments not specifically delineated above as requested by the CEO

Personnel Committee created/approved June 3, 2014