



Director of Development and Marketing Job Description

Mission Statement: LifeHouse is a Christ-centered ministry ensuring life for unborn children by providing opportunities for housing, help, and hope for young women during their pregnancies and beyond.

Job Title:	Director of Development and Marketing
Location:	Administrative Office; South Campus; Off-site as necessary
Department:	Marketing and Development
Job Status:	Full Time – Approximately 40 hours per week
Reports To:	Executive Director

Job Summary: As our Development Director you are responsible for all our vital revenue streams which allow us to achieve our mission and maximize our impact in the community. This includes monthly giving, planned giving, general fund, and future expansion projects/ Capital Campaign.

Qualifications: Passion for the mission of LifeHouse, strong Christian faith, beliefs and lifestyle indicative of such beliefs, a Bachelor's Degree, and at least 3-5 years of nonprofit development experience.

Job Responsibilities:

- Help donors accomplish their philanthropic goals and ambitions through a relationship with LifeHouse
- Responsible for growing and maintaining meaningful relationships with current LifeHouse donors and serving as a point person for donor contact alongside the Executive Director
- Manage systems and software to track and cultivate donors and prospects, including donor database
- Recruit, train, and support key volunteers to assist in advancement efforts
- Communicate fundraising goals throughout the organization and equip team members to reach them

- Develop and execute the annual fundraising plan with the goal of raising \$1.4 million annually
 - Responsible for creating and developing new donor initiatives to raise awareness and funds for the ministry, including increasing monthly giving and other campaigns approved by the LH Board
 - Creates new marketing initiatives to broaden donor base, increase staff and volunteer recruiting efforts, and raise community awareness of LifeHouse and its impact on the city of Houston.
 - Oversee major development events (annual dinner, golf tournament and young professionals event).
 - Train direct report's and manage their day-to-day responsibilities, set monthly goals and evaluate once a year for merit-based pay increases.
 - This position currently oversees both the Events Manager and Manager of Volunteer Services.
 - Report on program progress and metrics to senior management and the board
 - Oversee the development budget and monitor expenses.
 - Oversee all marketing efforts for the ministry including all written, verbal, and video communication while developing and training related staff members.
 - Creates new marketing initiatives to broaden donor base, increase staff and volunteer recruiting efforts, and raise community awareness of LifeHouse and its impact on the city of Houston.
 - Consults and collaborates with other LifeHouse departments to assess marketing needs, strategy, and implementation for communications-related projects.
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Work Environment:

- Office environment on LifeHouse property or donor/committee meetings offsite
- Typical work schedule is Monday – Friday, 9am – 5pm (flexible with some nights and weekends)
- Work schedule may be subject to change to meet the needs of the LifeHouse ministry
- Work attire is business/business casual depending on the location you are officing in
- The above job description is intended to describe the general nature and level of work being performed by an employee in this position. They are not intended to be an exhaustive list of all duties, responsibilities and qualifications of an employee assigned to this job.

Relations with Others: Constant verbal, written and face-to-face contact with staff, volunteers, donors, and visitors. Limited resident contact. Ability to work independently, work with a team, and work with large groups.

Physical Requirements: Ability to walk, stand, climb stairs, sit, bend, and stoop. Some carrying or lifting (up to 20 pounds) is required. Position requires ability to see, read, write, hear, and speak clearly in order to communicate with staff, volunteers, donors, clients and visitors.

Mental Requirements: Ability to organize, analyze, and process information related to the volunteer program of LifeHouse and its mission. Must possess excellent judgment, flexibility, and ability to set priorities and problem solve in a multi-task environment. Must possess excellent verbal and written communication skills.

Other: Able to support the LifeHouse "Christ-centered" mission statement and the ministry's core values through word and action.

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