

Job Title: Director of Advancement
 Reports to: Executive Director
 Position: Full-time, exempt

The Mission of CCEF

CCEF works to restore Christ to counseling and counseling to the church. We see Christ bring about significant change in people’s lives every day. Because this is who Christ is, and because this is what he does, he is preeminently relevant to counseling. This conviction is our heritage and heartbeat. We believe that the body of Christ is God’s primary context for change. God uses Christian community to transform his people. CCEF’s mission is to equip the church to be this kind of transforming community. We see ourselves as an extension of the local church, and we want to serve and promote its ministry. The good news of the gospel is meant to be preached, taught, and counseled with relevance to individual people. Our goal is to equip Christians to live, love, and counsel. We do this through counseling, resources, School of Biblical Counseling and events.

Christian Counseling Education Foundation	FY 2020-21
<i>Annual Giving \$1.7 Million (35% of total income)</i>	
Donors	830
Supporting Churches	64
Journal of Biblical Counseling, New Subscribers	4,024
National Conference Attendees	1,566
School of Biblical Counseling Students	1,396
Monthly Counseling Hours	345

Position Description

The Director of Advancement spearheads all outward-facing communication at CCEF. They assist the Executive Director with maintaining, enhancing, and executing a vision and approach to marketing and fundraising consistent with the tone and mission of the institution. From social media outreach all the way to recruiting and nurturing strong relationships with donors, this role helps identify CCEF’s audiences and communicate with them effectively.

Key Responsibilities

- Develop and implement a comprehensive strategy for widening and deepening CCEF's connections and impact at all levels of engagement
- Provide strategic vision for the shape and staffing of the newly created Advancement department
- Supervise, mentor, and collaborate with the Advancement Team
- Represent the ministry publicly to individuals and groups
- Participate in CCEF's directorial team to create and maintain healthy working structures for the organization
- Oversee all marketing activities and the creation of marketing materials including web, social media, eNews, print materials, audio/visual pieces, exhibiting, and advertising
- Oversee all fundraising activities for CCEF through broad campaigns, targeted appeals, planned giving recruitment, and grant proposals
- Maintain relationships with a segment of CCEF's donors
- Determine and maintain brand standards for CCEF across all mediums (letterhead, use and placement of logo, color palette, fonts, etc.)
- Meet all non-profit acknowledgement/receipting requirements outlined by the IRS

Goals & Expectations

During the first year, the new Director of Advancement will need to establish credibility as a strong and strategic leader who can support and continue to develop a ministry minded work environment. Specific goals that have been identified as measures of success for the first 24 months include:

- Gain a deep understanding of CCEF's history, current status and vision for the future. Translate this understanding into a compelling message that inspires staff and donors.
- Care well for a portfolio of 150 or more individuals to strengthen their partnership with CCEF.
- Know the strengths of your team members. Create and execute individual professional development plans that build their skills and contribute to the goals of the team.
- Cultivate relationships with staff and alumni of CCEF, working together to secure increased unrestricted gifts that will support the ministry to advance our mission of restoring Christ to counseling and counseling to the church.
- Make recommendations for a new and creative approach or plans in each area of financial giving.

Requirements

- Travel (10%)

Qualifications

- Agreement and enthusiastic support of CCEF's mission, experience with CCEF's training and resources preferred
- Strong communication skills, experienced in public speaking and presentations
- Experienced in writing (print marketing pieces, reports, newsletters, donor correspondence)
- Familiarity with website management, graphic design, social media platforms
- Organized, efficient, relational, team-player
- 5-10 years fundraising, marketing, and ministry experience preferred

- 5-10 years supervision and management preferred
- Bachelor's degree in communications, marketing, public relations, or business preferred
- Non-profit fundraising experience preferred

Please send resume and cover letter to Jill Butler, HR Specialist, jbutler@ccef.org