WHO WE ARE

Teamwork Ministries International – City of Hope (www.teamworkcityofhope.com) is a Christ-centered organization, working primarily in East Africa. Driven by our faith in Jesus, we provide quality holistic care that creates lasting transformation, enabling children, their families, and communities to flourish.

DIRECTOR OF DONOR ENGAGEMENT: SUMMARY OF ROLE

To ensure effective follow up with, and care of, Teamwork City of Hope (TCOH) donors and volunteers through a range of communication channels and initiatives.

This is a full-time position that reports to the CEO.

Each year, this role will require 30 days of US-based travel for meetings at our office in Virginia and with donors. Occasional trips may also be made to East Africa.

KEY RESPONSIBILITIES

1. To establish meaningful relationships with donors, developing individualized communication streams that grow engagement and funding. This includes:
   - Writing thank you letters, cards, receipts, and emails
   - Making phone or Zoom calls to supporters to thank them for their gifts and build connections
   - Preparing short thank you videos
   - Responding to supporters’ questions and inquiries – to include sharing and receiving prayer requests as appropriate
   - Developing and implementing effective communications plans with the aim of engaging donors and growing their giving. This includes:
     - A “welcome series” for new donors
     - A communication series for monthly givers
     - Building consistent engagement with “rising donors”

2. Develop coordinated, compelling communications that increase the organization’s visibility across multiple channels. This includes:
   - Collaborating with the CEO and other staff to develop annual, quarterly, and monthly communications plans and strategies
   - Gathering stories, statistics, photographs, videos, etc., for social media posts, newsletters, and other communication/fundraising activities
   - Developing and implementing a social media plan for Facebook, Instagram, and Twitter
   - Developing and implementing a plan for sending e-newsletters and regular blog posts that effectively convey TCOH’s activities, stories, and impact
• Collaborating with the CEO to develop and implement print newsletters, annual reports, gift catalogs, impact reports, appeals and fundraising campaigns
• Exploring/developing other creative ways to present and grow the visibility of TCOH – for example, through the website, virtual meetings/events, podcasts, video, volunteer recruitment, peer-to-peer fundraising, etc.
• Provide meaningful input/ideas in other areas as appropriate – for example, grants, corporate partners, site partnerships, church partnerships, mission teams, events, etc.
• Championing the TCOH brand (image, voice, style, and promise) in all communications

**SKILL AND CHARACTER REQUIREMENTS**

**Skill Proficiencies:**

• Bachelor’s degree in communications/marketing or other relevant subject required
• At least 5-years prior experience in a nonprofit fundraising and/or communications role
• Able to write and present funding proposals and make an “ask” to prospective donors
• Efficient organizational and management capabilities, with excellent attention to detail and the ability to prioritize projects and deliver on goals
• Creative and innovative; able to generate, develop, and implement ideas
• Ability to analyze data, identify trends, and propose appropriate actions in response
• Proficient in talking on the telephone, on Zoom, in face-to-face meetings, on video
• Excellent writing skills and grammar
• Ability to use simple design software (e.g., Canva) to create graphics, presentations, etc.; ability to use simple video tools, including editing; experience in website management
• Excellent keyboard skills with a working knowledge of PC programs (including MS Word, Excel, Outlook, PowerPoint) or Mac equivalents; experience of using Adobe software, Canva, social media channels, YouTube, Squarespace, Mailchimp, preferable.

**Character Requirements:**

• Fully aligned with City of Hope’s Christian ethos and beliefs; willing to participate fully in weekly devotions and times of prayer with other staff and, as appropriate, with supporters
• A compassionate heart and desire to serve others
• A self-motivated, independent worker with critical thinking skills and a commitment to excellence
• Professional, friendly, and engaging manner with individuals and groups of people
• A committed team player who is humble, able to listen well and solve any interpersonal miscommunication or conflict that arises
• Able to thrive in a busy and sometimes high-pressure work environment
• A person of integrity who can present strong character and employment references and pass a drug check and criminal background check