ROCKFORD RESCUE MISSION MINISTRIES

**DEVELOPMENT DEPARTMENT**

**JOB DESCRIPTION**

*Rockford Rescue Mission considers every position one of ministry and a vital part of our team. Therefore, it is essential that all staff of RRMM have a personal relationship with Jesus Christ and subscribe to our Statement of Faith and Core Values. Additionally, staff must be willing to lead and/or participate in Bible study, prayer, devotions, chapel and sharing the Gospel.*

**JOB TITLE:** MARKETING AND COMMUNICATIONS DIRECTOR

**REPORTS TO:** Chief Executive Officer

**PRINCIPAL DUTIES/RESPONSIBILITIES:** Communicate the vision and commitment of Rockford Rescue Mission through effective and purposeful planning and implementation of social media, website, written media, presentations, and communications. Establish, strengthen and maintain donor, community and media relationships in order to bring increased support to Rockford Rescue Mission.

**WORKING CONDITIONS:** Majority of work is done indoors. Seventy to eighty percent of the time is spent using computer and/or telephone. Requires some travel. Minimum lifting not to exceed 30 pounds with some bending, reaching, stooping, stretching or twisting.

1. **LEADERSHIP**
2. **SPECIAL EVENTS**
   1. Coordinate the planning and implementation of special events in collaboration with Chief Executive Officer and Chief Operations Officer.
   2. Coordinate promotional materials and distribute same for each event.
   3. Work with Chief Development Officer and Chief Executive Officer to determine invitee list.
   4. Determine theme, venue, and décor within the budgetary guidelines.
   5. Ensure appropriate acknowledgements to sponsors and donors are generated in a timely manner.
   6. Assist Development Department with planning and implementation of events.
   7. Greet special guests for setup, etc.
   8. Be responsible for staging, music and sound for special events.
   9. Design promotional pieces and invitations.
3. **DIRECT MARKETING** 
   1. Assist with coordinating and executing the annual direct mail program. Help ensure that all direct mail deadlines are met.
   2. Assist with evaluating the Direct Mail campaigns by reviewing content and messaging to ensure alignment with RRM’s branding and initiatives.
   3. Assist with the coordination of all in-house activities relative to direct mail and acquisition mailings.
   4. Assist with analyzing direct mail response records to recognize trends and implement needed changes.
   5. Coordinate the planning, design and copy assistance and mailing of the Mission’s quarterly newsletter, “The Rescuer”, assuring its timely production and distribution.
4. **PUBLIC RELATIONS**
   1. Assist as a public relations spokesperson as assigned.
   2. Make presentations to potential contributors and organizations.

* 1. Connect with media about press releases and newsworthy events.

* 1. Create, produce copy, prepare art layout and design for brochures, annual reports, and other printed materials.
  2. Work with printer in design and printing process for publications.
  3. Create design, write, edit and prepare art layout for all ministry stationery and in-house appeal mailing.
  4. Coordinate with print and other vendors whose services are required to complete projects.
  5. Take photographs of ministry activities, clients and residents as requested.
  6. Create and produce videos.
  7. Design Special Recognition Awards and Presentations.
  8. Assist with design projects such as Mission displays, etc.

1. **DIGITAL MEDIA**
   1. Create and distribute email blasts.
   2. Maintain and keep website up to date.
   3. Maintain social media accounts for Mission, and audit and proof Nettie’s and Thrift Store accounts.
   4. Direct and oversee the use of social and digital media, including timely promotions of events and connecting with our current donor base as well as reaching out to potential donors.
2. **MEDIA RELATIONS** 
   1. Cultivate and develop relationships with the media and update list of media editors and journalists from television, radio and newspaper annually.
   2. Identify newsworthy media opportunities and work with the Chief Executive Officer to inform local radio and television media of special interest stories, news items, events and ministry needs through news releases.
   3. Create, write and produce public service announcements, newspaper ads, etc.
   4. Coordinate all aspects of billboard and banner promotions.
3. **DONOR RELATIONS** 
   1. Direct and maintain communication and relationships with donors through newsletters, e-communications, and correspondence.
   2. Stay informed about new donor acquisition and donor cultivation strategies.
   3. Contact donors as assigned according to the department guidelines for thank you calls/notes.
   4. Maintain donor history and profile information within donor database.
   5. Provide support to Development Department to increase active donor list and to maximize major and long term giving.
4. **GENERAL RESPONSIBILITIES**
5. Give tours of Rockford Rescue Mission facilities as needed.
6. Attend Leadership Team meetings.
7. Participate in weekly development meetings.
8. Assist in budget preparation and monitor program specific expenses.
9. Maintain necessary files, reports, and related documents.
10. Be willing to assist as needed and perform other ministry duties as requested.
11. **PHYSICAL FACTORS**
12. Sitting for extended periods of time.

1. Frequent standing, moving and walking.

1. Traveling by automobile for up to 1½ hours.
2. Occasional standing, reaching, bending, twisting and stooping.
3. **SPIRITUAL RESPONSIBILITIES**
   1. Take every opportunity to share the Gospel of Jesus Christ with others.
   2. Invest in the spiritual development of staff, donors, volunteer and residents.
   3. Pray with staff, volunteers, guests and residents.
   4. Memorize monthly Scripture and follow weekly staff reading schedule for spiritual growth and reflection.
   5. Attend weekly staff chapel services and annual Spiritual Renewal Week.
4. **QUALIFICATIONS**
5. Four-year degree in marketing, advertising, communications, fund development or the equivalent in work experience.
6. Skilled in interpersonal written and verbal communications. Must be able to work well with media contacts.
7. Management experience preferred.
8. Must be able to manage multiple tasks and meet deadlines.
9. Computer literate in word processing and spreadsheets.
10. Must be familiar with web-based technology (e.g. YouTube, Facebook, Twitter, etc.)
11. Must be exemplary character and effective in presentations. Should not be self-promoting but focused on represent in ministry.
12. Must be teachable and function as a team player.
13. Must display respect, gentleness and accountability.
14. Must engage in safe and healthy work practices, both on premises and off-site facilities. Must take an active part in ensuring the safety, health and well-being of all of our staff, volunteers, and Mission guests.

My signature below acknowledges that I have read and understand the job description as described herein and I can perform that which is required including Working Conditions/Physical Factors unless otherwise noted. I understand that this job description is not all-inclusive and that employment is at-will.

**PRINTED NAME: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ DATE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**STAFF SIGNATURE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**