

ELCA Position Description

PERSONNEL POLICIES STATEMENT: In all of its services, both within the churchwide organization and in the fulfillment of this church's mission in the world, the employees of the Evangelical Lutheran Church in America shall carry out the duties to which they are assigned in faithfulness to the faith and mission of the ELCA.

TITLE: Associate Director for Marketing – *Foundation*

Grade: 16

REPORTS TO: Director for Marketing

UNIT: FO

POSITION SUMMARY:

This position works collaboratively with other marketing team members; helps build strategy and implement workplans as outlined; works in team setting with members of other units/divisions; works with outside vendors; manages projects and deadlines, uses existing and finds new resources where applicable. Work includes assisting in the development and implementation of marketing strategies to individuals, congregations, synods and other organizations for the ELCA Foundation.

PRINCIPAL ACCOUNTABILITIES:

1. Implement the ELCA Foundation direct response marketing including mail, phone, internet, advertising and other prime marketing channels.
2. Project manager for bequest society and national wills campaign.
3. General collateral and promotional development including but not limited to brochures, assembly materials, donor event materials and conference displays.
4. Project manager on marketing/communication projects including concept development, writing and editing for at least two newsletters and other various reports.
5. Special project team work (Mission ONE, HIV and AIDS strategy, LMI, churchwide campaigns and initiatives.)
6. Working closely with the Associate Director for Marketing—ePhilanthropy, will help design strategy and guide implementation for web-based and new media tools.
7. Assist in donor proposal development.
8. Performs other duties as required.

QUALIFICATIONS:

1. Five to seven years in marketing/communications; preference given to persons with non-profit, insurance or financial knowledge.
2. Bachelor's degree in marketing and/or communications, or an equivalent combination of training and experience.
3. CFRE or active involvement with professional fundraising membership such as AFP, ALDE, CASE or equivalent.
4. Considerable knowledge of fundraising principles including various planned giving vehicles.
5. Experience in managing marketing strategy development, content creation and design elements; experience producing and editing direct response materials.
6. Proven track record of success in prioritizing and managing multiple projects, project forecasting and resource planning.
7. Demonstrated ability to work in diverse teams, manage consultants, and also drive projects independently.
8. Desire to work in a fast-paced and mission driven organization.
9. Attention to detail, excellent organizational, verbal and written communications skills and knowledge of industry trends and new growth areas.

10. Ability to work collegially with other Foundation and Development Services as well as other churchwide staff, including deployed gift planners.
11. Minimal domestic travel may be required .

PHYSICAL DEMANDS

While performing the duties of this job, the employee is regularly required to talk and hear, use hands and fingers to operate a computer and telephone. This position requires sitting for long periods of time. Reasonable accommodations can be made to enable individuals with disabilities to perform the essential functions.