



Associate Director for Special Offerings and Appeals Position Profile

POSITION PURPOSE

The Associate Director for Special Offerings and Appeals provides strategic and operational direction and leadership to the marketing and direct response efforts of the Presbyterian Church (U.S.A.). The Associate Director reports to the Director of Ministry Engagement and Support of Presbyterian Church (U.S.A.) (PCUSA), A Corporation. Special Offerings and Appeals serves the church by interpreting and fostering annual support for the ministries of the PCUSA through four Special Offerings (The Christmas Joy, One Great Hour of Sharing, Pentecost, and Peace and Global Witness), marketing and direct response.

The national offices of the Presbyterian Church (U.S.A.), based in Louisville KY, serve with mid-councils, congregations, worshipping communities, and partner organizations to carry forth the mission of Jesus Christ. Approximately 400 individuals, diverse in race, age, gender, sexual orientation, faith, skills, and more come together as colleagues to work for a world where justice reigns, peace prevails, and God's love extends to all people. This community comprises the staff of several national entities: the Office of the General Assembly, Presbyterian Investment and Loan Corporations, the Presbyterian Mission Agency, the Presbyterian Publishing Corporation, Presbyterian Women, and the Administrative Services Group.

POSITION DESCRIPTION

The Associate Director for Special Offerings and Appeals is responsible for managing the direct marketing of Presbyterian programs and causes, including: surface mail and digital solicitation for specific causes and programs mandated by the General Assembly, including emergency and special appeals; Presbyterian Giving Catalog; and other fundraising campaigns. The Associate Director leads the marketing and direct response teams, and is responsible and accountable for both participation and revenue goals.

The Associate Director for Special Offerings and Appeals will actively and eagerly gain initial and ongoing knowledge and nurture relationships with employees, mid-councils, congregations, and agencies and entities of the PCUSA. The Associate Director will have a relationship-building mindset and a strong presence, and will be an excellent written and verbal communicator, in person and virtually. The Associate Director must have the ability to build a strong culture of teamwork, manage diverse perspectives and skill sets, and communicate the ministry and message of the Presbyterian denomination to the current and new audiences.



The Associate Director's team will support the overall charitable giving goals and ministry of the PCUSA. The work is conducted within the best practices and ethics of the fundraising profession.

Roles and Responsibilities

1. Develops the creative vision and theological framework for the four annual Special Offerings, including writing the theme minute for the mission of each; works closely with recipient ministry areas, oversees production, promotes the Offerings to individuals, to mid councils and congregations, creates networks of support, and communicates with recipients.
2. Manages the approved budget and identifies and manages relationships with vendors, suppliers and related consultants.
3. Develops plans and leads a team to execute them and meet established goals.
4. Develops reports and communicates regularly to the Director of Ministry Engagement and Support, board and others as requested.
5. Delivers projects and campaigns on time and on budget.
6. Creates and projects a consistent brand identity.
7. Provides guidance, mentoring, coaching and evaluation to team members.
8. Seeks and engages in professional development opportunities and encourages team's professional growth.
9. Provides staff support to task forces and committees related to Special Offerings and direct marketing as required.
10. Speaks and presents publicly, in person and virtually, to engage the audience in the message.
11. Reflects PCUSA's commitment to diversity, equity and inclusion in our workforce, and recruit and develop a highly-functioning team to serve the stewardship needs of the ministries supported by the Special Offerings.
12. Performs other duties as assigned.

Position Requirements

- Faith-based understanding of Presbyterian Church (U.S.A.) and/or familiarity with complex systems of faith with grounded experience in a religious setting.
- Bachelor's Degree in related field.
- 5 years of experience in varied aspects of resource development, including direct response fundraising and/or marketing.



- Stewardship and/or fundraising, or related experience with an understanding of the biblical and theological grounding of stewardship.
- 3 years supervising a staff or team.

Position Preferences

- Presbyterian background with deep familiarity with the Presbyterian Church (U.S.A.) organization, its theology, polity and connectional system and procedures.
- Master's degree in related field.
- 7+ years of experience in all areas of resource development, including direct response fundraising and/or marketing with an understanding of the biblical and theological grounding of stewardship.
- Certified Fundraising Executive or Certificate in Religious Fundraising.
- 5+ years supervising a church-related staff or team, both in person and remotely based.
- Ability to speak one or more languages other than English.

Skill and Competency Requirements

- Leads with the “big picture” in mind; communicates well and works toward the overall vision.
- Builds a positive culture with forward momentum.
- Listens to all perspectives and brings people together behind common goals.
- Actively strengthens the team and communicates effectively; maintains positive collegial relationships..
- Keeps abreast of resource development trends and research and applies them as appropriate.
- Takes calculated risks with marketing and tests new marketing approaches; evaluates and reassesses.
- Recognizes excellence, competence and need for improvement in team; makes necessary decisions and implements them with sensitivity.
- Maintains organizational balance and congeniality while ensuring deadlines are met.
- Is adaptable and agile.
- Negotiates well.
- Values timely and responsive communication and is accessible to team.
- Has a deep commitment to cultural and racial ethnic inclusiveness. Values diverse groups, ethnicities, genders, communities, cultural constituencies and points of view. Able to relate well to people from all walks of life and of varying theological perspectives.



- Has digital competence.
- Communicates effectively, in person, virtually and in writing; speaks publicly.

Physical Requirements

- This position may travel occasionally, both domestically and internationally, by air and other means of transportation.
- Ability to communicate and converse verbally. This position frequently speaks and makes presentations to small and large gatherings of people.

Position Benefits

The Presbyterian Church (U.S.A.) offers a competitive benefits package for eligible employees including Medical, Dental, Pension Plan, Short-Term and Long-Term Disability, Employee Assistance Program (EAP), Flexible Spending accounts, 403(b) Retirement Savings Plan, Vacation Days, Sick Days, and Paid Holidays.

Presbyterian Church (U.S.A.) is committed to being not only an Equal Employment Opportunity Employer as defined by the U.S. government, but with the inclusion of gender identity and sexual orientation as well. Candidates from Presbyterian communities in the global south and other historic Presbyterian Communities of Color, preferably with theological training and fluency in languages other than English, are encouraged to apply.

To apply or learn more, contact Karin Cox at execsearch@kineticfundraising.com