

JOB DESCRIPTION FOR DIRECTOR OF OUTREACH & ADVANCEMENT

Title: Director of Outreach & Advancement

Position: Oversees and manages the external communications; assists the Executive Director and Board with strategic planning and implementing the annual fundraising plan/goals for Lynn House of Potomac Valley, Inc. This is a full-time Exempt position at a salaried rate:

- Full time 40 hours a week – start and end times vary and are flexible.
- Eligible for 403(b) retirement plan after 700 hours of employment.
- Eligible to purchase mid-day meal at the staff rate.

Organizational Relationships: Reports to the Executive Director.

Summary: The Director of Outreach & Advancement supports the overall healing mission of Lynn House by managing external communications and outreach with the field as well as assisting the Executive Director and Board in establishing and maintaining an effective funding/philanthropy program.

Job Responsibilities:

- Metaphysical: Prays for Lynn House daily, in addition to daily individual study and prayer.
- Events and Outreach:
 - In consonance with other administrative personnel, plans, manages and helps set up events, special meetings, church meetings, etc.
 - Provides outreach to the Christian Science community.
 - Attends workshops and trainings as required.
- Communications and Marketing: Maintains communication with the field via Lynn House's website, Facebook page, eNews, hardcopy newsletter, flyers, special publications, and other methods of communication. Assumes primary responsibility for the Lynn House Marketing program.
 - In consonance with other administrative personnel, writes and provides creative and artistic ideas and direction for Lynn House publications, including, but not limited to, website, newsletters, flyers, letters to the field, brochures, and other mailings.
 - Drafts summary updates and desk announcements to be shared with Corporate Members and branch churches (via Corporate Member Secretary).
 - Drafts correspondence to the Christian Science field as needed.
 - All written communications shall be reviewed and pre-approved by the Executive Director or his/her designee prior to release.

- Funding Development/Philanthropy: Assists the Executive Director with annual giving, planned giving, and major gifts.
 - Assists with the annual charitable giving “Matching Challenge” campaign, including drafting text and designing layout.
 - Coordinates with the Assistant Executive Director to oversee the monthly giving program including periodic review of participants and related correspondences.
 - Provides information to the field for Estate Planning and other Planned Giving opportunities.
 - Helps identify potential major givers and assists the Executive Director (when requested) with writing fundraising letters in support of major gifts.
 - Prepares reports to show funding trends for Lynn House.
- Grant Research and Proposal Writing:
 - Researches grant opportunities.
 - Writes grant proposals and follow-up reports with assistance and input from the Executive Director and/or his/her designee.
- Relationship with Executive Director and Board:
 - Provides introductions for the Executive Director when requested.
 - Prepares, for the Executive Director’s consideration, input for the annual budget in consultation with the Finance Manager/Department and Director of Christian Science Nursing.
- Other Duties as Assigned

Qualifications:

Required:

- Must be an experienced Christian Scientist who is a member of The Mother Church and has had class instruction from an authorized teacher of Christian Science.
- Demonstrable understanding of Christian Science, as well as understanding of and appreciation for Christian Science nursing.
- Strong writing, public speaking, and computer experience.
- A broad education, preferably including a college degree.
- Team player and ability to work well with others.

Desired:

- Active member of a branch church or society.
- Understanding of non-profit organizations and culture.
- Should have previous business-related experience, preferably in fundraising.