



Evangelical Lutheran Church in America

God's work. Our hands.

Human Resources
8765 West Higgins Road, Chicago, IL 60631

JOB DESCRIPTION

POSITION INFORMATION	
Title:	Campaign Director
Supervisor Title:	Executive Director, Mission Advancement
Unit Name:	Mission Advancement
Current Incumbent:	None

Job Context Information

The Mission Advancement unit is responsible for communicating with constituents and donors, handling marketing and public relations, and directing our current, deferred and major fund appeals in order to most effectively communicate around a clear identity and mission, while also motivating donors to respond with financial gifts.

Job Purpose

The Campaign Director reports to the Executive Director for Mission Advancement and is responsible to lead and coordinate in the strategic planning, supervision and management of a variety of activities, projects and relationships in order to achieve a successful completion of the ELCA 25th Anniversary Campaign. The Campaign Director also supports the Campaign Steering Committee and its Chair and assists in securing major gifts.

Job Responsibilities

% of Time

20	1.	Plans and directs the overall aspects of the campaign, working in cooperation with the Executive Director for Mission Advancement, ELCA presiding bishop, Mission Advancement colleagues, and key volunteer leadership including the Campaign Steering Committee.
10	2.	Assists the Executive Director in the establishment and evaluation of short and long-range goals and timelines for the campaign and in designing and executing a strategy for engaging and supporting the 65 synods of the ELCA in the campaign.
15	3.	Leads the campaign staff team.
15	4.	Serves as the campaign liaison to various advancement departments, including ELCA World Hunger, ELCA New Congregations, ELCA Global Church Sponsorship and ELCA Fund for Leaders as well as Marketing Communications, Constituent Support and the ELCA Foundation.
5	5.	Prepares periodic campaign reports and analyzes data for use by the Executive Director, Campaign Chair and Leadership Committee for the purpose of monitoring progress and maintaining campaign momentum.
10	6.	Collaborates with Marketing Communications and Constituent Support Teams to manage the production and flow of campaign-related information and resources to include printed materials, newsletters, website, social media and media relations.
5	7.	Monitors the campaign budget, gift acknowledgement, prospect research, online giving and donor management processes as they relate to the campaign.
5	8.	Participates in the planning and execution of special events related to the campaign.
10	9.	Travels to visit with key partners, major donor prospects and volunteers. Solicits donor prospects and assists in managing solicitations of donor prospects by other key leaders.
5%	10.	Performs other duties as required.

Required Skills

1. Extensive experience in capital campaigns, gift development, donor stewardship, and moves management.
2. Demonstrated ability to administer a program and team in a creative and strategic manner, including the ability to develop and lead campaign strategy, coordinate multiple projects, delegate and negotiate with ease and authority, manage budget, motivate and manage staff, and develop clear priorities and realistic goals.

3. Strong leadership qualities as evidenced by the ability to conceptualize, initiate, manage, coordinate and motivate.
4. Ability to develop collaborative relationships across various departments, units and expressions of the church.
5. Proven ability to communicate effectively and clearly; to build consensus and facilitate teamwork.
6. Knowledge of the ELCA, its governance and structure and proven ability to relate effectively with boards and other elected leaders. Understanding of and commitment to the goals, spirit and mission of the ELCA.
7. Demonstrated understanding of and commitment to Christian stewardship.

Required certifications or licenses:

- Certified Fund Raising Executive status preferred, but not required.

Physical Requirements

Travel.

Ability to travel up to 20%.

Physical Effort.

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.

For Human Resources Use Only

Date last job evaluation review conducted: