

## **Full-time - (Mid-Level) Donor Ambassador**

*Are you a people person? Do you keep in touch with family and friends and remember birthdays or special occasions? Use your people skills as a full-time Donor Ambassador helping to provide consistent resources needed to give hope and a hand up to Lancaster County's most vulnerable men, women and children. As a Donor Ambassador on the Advancement Team, you will cultivate relationships with our mid-level supporters through phone calls, mail, email, events, and social media engagement.*

**Summary:** Assist in strategic development of mid-level donor acquisition, retention, and upgrade system. Utilize personal and mass communication tools to cultivate relationships with mid-level donors (giving \$1,000 - \$10,000 annually) to show appreciation, encourage, educate, and disciple in the joy of stewardship. Manage communication activities and track/report key performance indicators (KPIs).

**FLSA:** Exempt

### ***The Mid-Level Donor Ambassador must be:***

1. Willing to sign the Water Street Ministries' Statement of Faith
2. A current and active member and/or regular attendee of a local church.
3. Able to fully support Water Street Mission's core values and ministry philosophy.

### ***Essential Functions:***

#### **Assist in Strategizing -**

- Developing an innovative, multi-channel strategy for mid-level donor acquisition, retention, and upgrade in collaboration with the VP of Advancement and Director of Marketing.
- Establishing and evaluating KPIs regularly to determine program effectiveness and to identify adjustments needed. Providing regular reports on progress of program.
- Staying abreast of industry best practices in mid-level donor management. Recommending changes to program to incorporate these best practices as needed.

#### **To Affect Donor Relations -**

- Implementing and managing mid-level donor program strategy.
- Identifying and building strong relationships with mid-level donors via telephone, email, mail, and events with the goal of increasing awareness, engagement and consequently, revenue.
- Reviewing and utilizing wealth screening as preparation for donor upgrade efforts.
- Executing mass-market outreach plans that demonstrate appreciation, recognition, and engagement of mid-level donors.
- Collaborating on messaging for mid-level prospect communications.
- Working closely with major gifts and planned giving teams to assist in the cultivation of potential major donors and planned giving prospects.
- Entering donor contact information and other moves management components into the donor database. Providing related reports to team members and management.
- Establishing mechanism to receive and report regular feedback from donors. Addressing concerns and challenges related to mid-level donor program to ensure ongoing support of Water Street Mission.

#### **To Conduct Operations -**

- Managing daily contact and communication project schedule.
- Regularly reviewing program activities to ensure alignment with organizational priorities.

- Reporting to, and collaborating with, Director of Marketing in strategic direction and execution.
- Managing and coaching a hybrid team of internal and external volunteers for large calling and notecard campaigns.
- Managing mid-level project budget in collaboration with Director of Marketing.

***Knowledge, Skills and Abilities***

- Bachelor's degree in relevant communication, marketing, or ministry field
- Minimum of 2 years' experience in customer service related position or ideally in sales or donor development
- Possess creativity, curiosity, and flexibility in approach to communications solutions
- Excellent oral and written communication skills with the ability to express self effectively and concisely, especially by phone.
- Comfortable communicating via recorded and live video.
- Strong ability to listen compassionately and probe effectively to establish a good rapport with donors that leads to support of Water Street Mission. Ability to express passion for the work of Water Street Mission and our guests.
- Knowledge or strong experience with Lancaster County Christian community a plus.
- Proven strong analytical and research skills with the ability to "tell a story" from the numbers and make appropriate recommendations. Ability to produce reports on items such as KPI progress, donor journeys, implementation plans, and presentations
- Ability to review, assess, and understand financial reports and wealth data
- Strong organizational, project, and time management skills. Ability to work on multiple projects simultaneously. Ability to also use these skills to provide effective hands-on communication project management along with shepherding of personal donor portfolio
- Sound professional and social judgement in building relationships with internal and external colleagues. Ability to identify the potential for mid-level donor program growth
- Intermediate to expert level proficiency in working with donor (or CRM) databases including moves management, report queries, and more.
- Intermediate proficiency in MS Office, especially Excel, Outlook, and Word. Experience with Blackbaud is a big plus as is being adept at learning new apps and programs related to marketing communications.
- Attention to detail and proofreading skills

***Supervisor:*** Director of Marketing

***Physical Demands:*** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. While performing the essential functions of this job the employee is regularly required to stand, walk, or sit and use hands to finger, handle, or feel, and is occasionally required to lift and/or move up to 35 pounds. This position may require availability to support Development Team events outside of a regular work schedule.

***Christian Life:*** As an employee of Water Street Ministries, you are an important member of a Christian Missionary organization. All staff members are Christian missionaries and are required from time to time to participate in chapel services, outreach ministries, or counseling sessions. Because of the nature of these types of ministries it is an absolute necessity that you possess and maintain a testimony or lifestyle that is above reproach. What you do on your own time may seriously affect your ability to perform these types of ministries, which are an important part of your job.