

## **Water Street Mission (WSM) Job Description Partner Relations – Ambassador (Planned Giving)**

**Job Summary:** As a part of the Development team at Water Street, Partner Relations is responsible for advancing the mission of Water Street Mission through our Major Donor program.

The Partner Relations team advances Water Street's purpose by building joyful partnerships at the intersection of Water Street's greatest needs and our partner's philanthropic priorities. We use a moves management process to deepen relationship and invite partnership. Partnership opportunities are drawn from a portfolio of financial needs established by the Leadership Team; these opportunities include the annual fund, strategic funding priorities, EITC, planned giving and sponsorship opportunities. In select circumstances, we may discuss gifts-in-kind or volunteering on campus.

The collaborative culture of our team emphasizes helping each other develop and execute personalized engagement strategies, learning together how to best serve donors and tell the Water Street story. While meeting financial goals is important, we prioritize doing the right behaviors as often as possible over simply closing gifts. Team performance is more important than individual performance. This team also works closely with marketing to execute select fund raising events that will draw specific audiences into closer partnership with WSM.

She/He will be responsible for personal contact with, and part of the overall communication strategy for, this critical group of individuals with an eye toward increased annual and project giving as well as general donor retention.

***FSLA: Exempt, Full-time***

***All WSM Staff must be:***

- Willing to sign the Water Street Mission's Statement of Faith
- A current and active member and/or regular attendee of a local church
- Able to fully support the Water Street Mission's Core Values and Ministry Philosophy

***Supervised by:*** Director of Advancement Operations

***Expectations:***

1. Manage a portfolio of 100-150 partners through a combination of face to face visits, customized proposals, invitations to events, phone calls, personalized thank you letters, and email.
2. Partner Relations will work in partnership with Business Partner Relations, developing a thorough understanding of sponsorship, EITC and business-related giving opportunities, incorporating these invitations into the relationship building process as appropriate.
3. Develop, execute and improve process associated with 'discovery tours' in partnership with other members of the Advancement team. A 'discovery tour' is an opportunity for qualified individuals and/or small groups of major, business, church, and planned giving partners to tour campus to see the impact and/or opportunity associated with their gift. This is a different process than the general tour provided by the Volunteer Coordinator.
4. Develop, implement and improve our Planned Giving program in partnership with other

members of Advancement team and select outside vendors. This includes equipping fellow Advancement team staff to recognize and prioritize opportunities to discuss planned gifts.

5. Develop, implement and improve processes associates with 'Top Chefs' in partnership with other members of the Advancement team. (Top Chefs is an event that raises money for Water Street Health Services.)
6. Know and effectively communicate the ethos, vision and mission of all aspects of Water Street Mission, including all approved funding priorities.
7. Meet or exceed agreed upon annual objectives with respect to face to face direct partner engagement, invitations to support, and associated financial objectives.
8. Meet or exceed department standards regarding knowing and maintaining electronic donor files including entering meeting reports in our donor database.
9. Use our moves management process to prepare personalized engagement strategies for the donors in your portfolio. This includes developing outlines of your goal for meetings with our partners, including what questions you may ask, what questions you anticipate, and what outcomes you expect that will inform next steps in deepening that partnership
10. A commitment to include the President, Leadership Team or other "expert witnesses" as part of the donor cultivation process. This includes supporting the "expert witness" by preparing and discussing a standardized briefing with the expert. It is expected that all Ambassadors will include the VP of Advancement in meetings on a regular basis.
11. A commitment to create a collaborative, learning community in Advancement, living out our core value of "Grace is our Model" while contributing to each other's professional and spiritual growth. This includes coming to Partner Relations team meetings ready to ask for help with donor strategy and plans as well as strengthen each other's strategies and plans.
12. Support all internal fundraising events, including personal invitations consistent with donor engagement strategies designed to deepen the relationship between the partner and Water Street Mission.
13. Develop the working knowledge necessary to track activities ('moves management') in donor management software (Raisers Edge) and project management software (Basecamp).
14. Work in partnership with other members of the Advancement team to develop specialized mail campaigns, primarily at calendar and fiscal year end, to increase donor involvement.

## **KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS**

- Demonstrate a passion for connecting with supporters of Water Street Mission
- Demonstrated ability to provide outstanding customer service
- Outstanding verbal communication and interpersonal skills
- Excellent writing and organizational skills
- Ability to work collaboratively
- Experience in working with a CMS and CRM Database Software (Raisers' Edge would be an advantage)
- Proficient with Word, PowerPoint and Excel
- Ability to work independently and manage time effectively
- Must demonstrate the ability to make good decisions independently

## **MINIMUM QUALIFICATIONS & EXPERIENCE**

**The ideal Partner Relations Team Member will possess:**

- Motivation to see the lives of hurting men, women, and children restored
- Possess a bachelor's degree and a minimum of 5 years of related work experience in a sales or fundraising environment

- Experience in Planned Giving strategies and opportunities in fundraising
- Experience maintaining and growing individual relationships
- Person of integrity who can present strong character and employment references

**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.

**Christian Life:** As an employee of Water Street Mission, 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.

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