



SENIOR DIRECTOR OF THEOLOGICAL EDUCATION FUNDS DEVELOPMENT

Posting Date:	3/7/2024
Department:	Marketing
Salary:	\$95 — \$105K
Preferred Location:	Louisville, KY
Posting Number:	HR 24-03-04

Basic Commitment

This position calls for a commitment to Jesus Christ through the church, an evident love for all people of varying views and personalities, a commitment to the governance of the Presbyterian Church (U.S.A.), a responsible affirmation of personal stewardship, and a concern for the financial support of the Presbyterian Church (U.S.A.) in all of its worship, mission, and witness. The position provides leadership to the Foundation for raising funds to support PC(USA) Seminaries and theological education.

Position Summary

The Senior Director for Theological Education Funds Development will lead the successful cultivation of and communication with current and potential financial supporters of our Presbyterian Church (USA) Seminaries through gifts and investments to the Theological Education Fund and Theological Schools Endowment Fund utilizing the products, services, and tools of the Presbyterian Church (USA) Foundation and its affiliates. An effective Senior Director will be an experienced collaborative leader in theological education fundraising, and the PC(USA); able to secure gifts and commitments to theological education in the PC(USA); an established relationship builder and proven communicator, with a cultural competence, corporate and ecclesial acumen, and a contagious passion for theological education in general and PC(USA) Seminaries in particular.

Scope & Breadth of Position

This position reports directly to the Vice President for Marketing and Communications of the Presbyterian Foundation and is supported in an advisory relationship with the Executive Committee of the Committee on Theological Education (COTE) or its designee(s), which will conduct a review of the metrics effectiveness of the position and program on an annual basis. This position may have a part-time administrative assistant to provide clerical support.

Budget Responsibility

Operating Budget

Theological Education Fund Gifts

Theological Schools Endowment Fund Gifts

Other Gifts to Theological Education

Responsibilities

1. Secure gifts and commitments alongside Foundation Ministry Relations Officers to target, cultivate, solicit, secure, and steward assets and relationships of individuals and foundations and other donors to support Committee on Theological Education objectives.

- a. Articulate and build upon a strong case for theological education that motivates support for PC(USA) theological education and motivate others to do so from their perspective within their networks.
 - b. Structure, gain support, implement, and maintain a prioritized fund-raising strategy in cooperation with COTE and based on donor research and analysis.
 - i. Foster and support a culture of generosity among all partners and constituencies.
 - ii. Design and implement short- and long-term fundraising plans and budgets to support the organization's strategic goals.
 - iii. Partner with Foundation staff, when appropriate, when invited or to refer a prospective donor.
 - c. Steward faithful donors and maintain key systems that have been successful in keeping donors engaged.
 - d. Cultivate new prospects and client relationships with high-profile Presbyterians to deliver major gifts for use with theological education related missions.
2. Manage PC(USA) Theological Education fundraising program:
- a. Ensure sound administration and management of theological education gifts and donations.
 - b. Apply key principles of marketing, public relations, and funds development.
 - c. Conduct ongoing performance analysis of the program and strategic plan.
 - d. Foster professionalism and productive team-oriented work environment alongside development and operations staff.
 - e. Contract for services to optimize the overall program and strategy.
 - f. Utilize the products and services of the Presbyterian Church (U.S.A.) Foundation to create a keen awareness of the. Foundation services among the Presbyterian leadership and Presbyterian constituencies.
3. Lead PC(USA) Theological Education fundraising program:
- a. Work collaboratively with and advise the Executive Committee or it's designee(s) of the Committee on Theological Education and the Executive Secretary of the Committee on Theological Education on clear short-term and long-range development plans.
 - b. Participate in COTE strategic planning process to ensure the integration of the fundraising program.
 - c. Engage a continuing education plan through the Foundation with COTE support.
 - i. Grow as a leader in theological education and fundraising competency through involvement in COTE, theological education academies, organizations, and educational opportunities.
 - ii. Be equipped with Foundation giving tools and capacities.
 - iii. Grow as a leader in funds development skills and capacity through coaching and/or training and certification programs.
 - iv. Stay abreast and share with partners philanthropic, economic, educational, social and community trends related to the PC(USA) and theological education that may impact development initiatives.

Essential Job Accountabilities

- Responsible for creating and administering content on all social media platforms to grow an audience and build brand awareness.
- Designs and drives high-quality social media content and campaigns that consistently align with established strategies and branding.

- Conducts market research to identify social media best practices, trends, and insights.
- Tracks and analyzes metrics to gain insight on traffic, demographics, and effectiveness.
- Social media savvy, including but not limited to Facebook and Twitter, including the ability to produce simple graphics to accompany each.
- Must ensure that quality service is provided in the most cost-effective manner.
- Monitors marketing email inbox and distributes requests to appropriate staff person. Responds to constituent in appropriate and timely manner.
- Retains and archives collateral as required by the Presbyterian Foundation document retention team.
- Investigates and resolves complex order issues.
- Updates CRM with changes to and e-newsletters
- Assists staff with special projects.
- Communicates directly with clients assessing material needs and provides order assistance as needed.
- Packs and prepares orders for shipment as needed.
- Maintains in-house supply of collateral and receives/stocks new materials.
- Provides support for the department that ensures daily tasks can be completed.
- Provides fulfillment to support initiatives of internal and external clients.

Relationship Building

- A. Build and maintain close relationships with PC(USA) Seminary Presidents and Boards, and Seminary Development professionals.
- B. Develop trusted relationships with church leaders, national and regional and local church gatherings, to identify potential donors and investors in PC(USA) Seminaries.
- C. Develop and maintain ongoing harmonious and fruitful relationships with leadership of the Presbyterian Church (U.S.A.), its governing bodies, institutions and related entities to exchange information about Presbyterian Seminaries to create new mutually beneficial relationships.
- D. Maintain an established level of communication with the respective Foundation and Committee on Theological Education leaders related to activities and accomplishments.

Relationships

- Donors to PC(USA) Theological Education
 - Fundraising conversation partner with interested individuals and leaders
 - Strategic thought partners
- Committee on Theological Education
 - Guided by and accountable to the Committee on Theological Education through the TEF Advisory Fund Agreement Committee for performance metrics, annual goals, job requirements, and regular responsibilities
 - Peer collaborator with the Executive Secretary of the Committee on Theological Education
- Presbyterian Foundation
 - Administratively supervised by the Vice President for Marketing and Communications of the Presbyterian Church Foundation who will defer to the TEF Advisory Fund Agreement Committee.
 - Collaboratively related to the Foundation senior leadership team, President, and board as much as it is mutually beneficial to the individuals and mission.

- o Partner with Presbyterian Foundation Staff in Marketing and Development, including regionally deployed Ministry Relations Officers, internal fund raising software and relationship software professionals and analyzers, and communications specialists.
- PC(USA) Seminaries & Theological Education
 - o Colleague of and collaborator with PC(USA) Seminary Presidents, Boards, and Senior Development Officers.
 - o Appropriate membership and participation in the Association of Theological Schools and their affiliates and partners.

Performance Metrics (As agreed upon annually with the COTE Executive Committee)

- Increase gifts and commitments to PC(USA) theological education through the Presbyterian Foundation by:
 - o Building a development plan and providing a sustainable portfolio with COTE
 - o Growing prospective donor engagement and year over year giving
 - o Growing as a leader in theological education and as a fundraising professional
- In consultation with the Foundation VP of Marketing and Communications and with COTE representatives, establish annual goals designating specific metrics.
- Maintain high trust and respect levels with partners and prospective donors.

Experience and Job Related Requirements

- Respect among theological education leaders, especially in the PC(USA).
- Extensive relationship networks within theological education and the Church.
- Stature, sophistication, and relationship building skills to gain the support of thought leaders, staff, donors, prospects, and other internal and external constituencies.
- Proven and creative communication, presentation, writing, speaking, cultural competency, and interpersonal skills.
- Political savvy and negotiation skills that solidify partnerships and/or move the mission forward.
- Ability to identify and match donor interests and joys with needs in PC(USA) seminaries and PC(USA) theological education.
- Proficiency at work plan prioritization, self-motivation, teamwork, and time management that maximizes return on investment.
- A record of proactive planning and implementation of long-term goals.
- Excellent listening skills, giving full attention to partners with the ability to ask appropriate and adequate questions to uncover and identify potential donor opportunities; and a life-long commitment to quality in conversation and excellence in all things.
- Bachelor's degree.
- Four to six years of experience in fundraising and/or theological education.
- Active membership in the PC(USA).
- Ability to navigate PC(USA) culture, polity, seminaries, and traditions.
- National experience in and knowledge and appreciation of the theological education enterprise and passion for PC(USA) Seminaries, and leadership development specifically.
- Excellent organizational, relationship building, and communication skills.
- Advanced Degree in theological education.
- Knowledge of the polity, organizational structure, and mission of the Church.
- Ordination as a ruling or teaching elder in the PC(USA).

- Experience working in a faith-based or non-profit environment.
- An advanced degree or certification, especially in theological education, business administration, and/or fundraising.

Physical Requirements

- Ability to communicate orally with management, co-workers, constituents, and public both individually and in a group/team environment.
- Regular use of the telephone and e-mail for communication is essential.
- Sitting for extended periods is common.
- Hearing and vision within normal ranges are essential for typical conversations to receive ordinary information and to prepare or inspect documents.
- No heavy lifting is expected. Exertion of up to 10 lbs. of force occasionally may be required.
- Good manual dexterity for the use of common office equipment such as computer terminals, calculator, telephone, and copiers.

Work Environment

- The job is performed indoors in a traditional office setting. Activities include extended periods of sitting and extensive work at a computer monitor and/or calculator.
- Travel is required.

**Forward resume to Yveshia Klingman
Yveshia.Klingman@presbyterianfoundation.org
ATTN: HR Posting #24-03-04**

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