**ORPHAN OUTREACH**

**Job Description**

**TITLE: Senior Director of Brand Operations and Strategy**

**DEPARTMENT: Advancement**

**REPORTS TO: President**

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**POSITION SUMMARY:**

The **Senior Director of Brand Operations and Strategy** will direct and oversee the Orphan Outreach (OO) Marketing and Special Events Department and provide operational support and strategy for the entire Advancement team. The Senior Director of Brand Operations and Strategy is a vital part of the **Orphan Outreach Advancement Team**, which is made up of a number of departments within Orphan Outreach all working together to successfully create brand awareness, encourage donor engagement, build relationships and raise the funds necessary to support the ministry of Orphan Outreach. These departments include marketing and special events, strategic partnerships and development. The Senior Director will have the primary responsibility of developing, implementing and analyzing systems and processes that bring synergy and efficiency to the overall growth and advancement of Orphan Outreach.

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NOTE: Some descriptions may have more specific duties and/or goals and objectives attached to this form. Such attachments normally reflect unique aspects of specific locations, shifts, departments, etc.

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**RESPONSIBILITIES/TASKS:**

**Leadership and Advancement of Orphan Outreach***Primary leadership responsibilities include:*

* Provide direct management and leadership for the marketing and special events department
* Recruits, selects, onboards, and trains employees; maintains a safe and secure work environment; and developing personal growth opportunities.
* Accomplishes staff results by communicating job expectations; planning, monitoring, and appraising job results; coaching, and counseling employees; resolves personnel and administrative issues with guidance from President or VP of Operations; and initiating, coordinating, and enforcing systems, policies, and procedures.
* Works closely with the Executive Team to develop, execute and analyze an integrated and cohesive Advancement strategy for creating brand awareness and raising Orphan Outreach’s ministry budget
  + Envisioning the strategy and directing the team
  + Developing and implementing systems and processes that bring synergy and efficiency to the advancement of Orphan Outreach.
  + Creating and implementing advancement operation procedures and policies
* Manage and lead all advancement team meetings, including setting agendas for meetings and leading each sub-team according to the strategy being pursued

**Marketing and Special Events Management**

*Responsibility is to manage special events and the marketing team, as well as create, implement and oversee effective marketing strategies to promote the ministry of Orphan Outreach and increase brand awareness.*

* Develop Marketing strategy and work with the Senior Marketing Manager to ensure execution of daily marketing processes
* Lead and manage the Senior Marketing Manager
  + to ensure all creative projects meet the Orphan Outreach brand standards, are in line with the overall marketing strategy and are completed with excellence in a timely manner
  + in evaluating all campaigns, fundraising efforts and special events to provide recommendations that enhance future performance and measurements
* Provide leadership and vision to Marketing team to create and maintain metrics on marketing and fundraising effectiveness and explore data to find trends; monitor campaigns to optimize performance
* Manage the Events Manager to ensure all special events are planned and executed
* Establish goals and motivate staff.

**Development and Fundraising Support**

*Responsibility is to provide operational support, strategy, processes and evaluations for the development team, which includes the President, President Emeritus, VP of Strategic Partnerships, VP of Development and other members of the development team, to help them effectively build donor trust, build relationships and raise the operating budget for Orphan Outreach*

* Work with the Programs department to provide donor impact reports to the development team sharing how donated funds have impacted the lives of people served
* Work with the Controller to provide detailed accounting reports to the development team on how funds have been allocated
* Work with the database manager to provide prospect research for major gift prospects to the development team and ensure development staff are trained on Raiser’s Edge NXT basic practices
* Review critical information affecting all aspects of the fundraising challenge
* Lead the process for Advancement department, and other affected departments into adopting and enthusiastically pursuing strategies for raising the Orphan Outreach ministry budget
* Utilize innovative approaches to fundraising, based on sound, biblical fundraising principles and best practices that fit the Orphan Outreach Way
* Other duties as assigned

**POSITION REQUIREMENTS, KNOWLEDGE, SKILLS & ABILITIES:**

* Flexibility, focus, and a strong work ethic are essential
* Excellent organizational and time management skills, including proficiency in evaluating and prioritizing issues
* Experience in marketing environment. Skills in marketing and communications are essential
* Strong analytical and problem-solving skills with solid organization, process and planning skills
* Ability to collaborate with multiple department leaders to achieve results
* Ability to manage multiple, complex tasks, projects and priorities on time and within budget
* Excellent verbal and written communication skills, including proficiency in grammar and spelling
* Excellent interpersonal skills, ability to handle sensitive situations with confidentiality, poise, and tact
* Demonstrated leadership and management skills
* Ability to take initiative within scope of job duties
* Ability to work well with others in a team environment
* Ability to work well under pressure and against deadlines
* Proficiency in Microsoft Excel, MS Office and Outlook and other standard office software
* Ability to assess and implement improvements
* Willingness to "pitch-in" to serve all personnel
* Ability to be attentive to the business needs of others as well as needs of the mission
* Servant leader with the ability to motivate others
* Ability to listen well to problems and offer help and solutions
* Ability to manage competing demands, accept criticism and constructive feedback, while being adaptable and flexible

Additional Qualifications:

* Must be a committed Christian; adhere to Christian principles and values
* College degree required; advance degree preferred
* At least 3 years of management experience is essential
* A minimal amount of travel is required

The purpose of Orphan Outreach job descriptions is to describe the basic function, major responsibilities/tasks and essential functions of each job so that employees can better know what is expected of them. The descriptions also provide information useful for recruiting, training and performance appraisal. This document does not create an employment contract, nor does it modify the at-will employment status of all employees.

A job description is not meant to inhibit employee creativity or innovation. The description will be revised as job responsibilities change materially.

I have received and understand the requirements stated within this job description.

Printed Name

Signature Date