

# CAMPAIGN DIRECTOR

TITLE: CAMPAIGN DIRECTOR  
SUPERVISOR: VICE PRESIDENT OF ADVANCEMENT  
FLSA STATUS: EXEMPT  
DATE PREPARED: DECEMBER 11, 2018

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## SUMMARY

As an integral part of The Foundation's management team, the Campaign Director will plan, prepare and implement the silent and active phases of diocesan campaign services, including offertory enhancement, annual appeal, capital campaigns and feasibility studies. This includes all strategies and activities for donor identification, cultivation, solicitation, and relations. The Campaign Director should be able to foster appropriate and ongoing communication with donors, pastors, school presidents and principals and other key diocesan lay leaders and clergy leaders.

## **The Diocese of Orlando four core values lay the foundation for the work performed by its employees.**

1. *Authenticity*: Conviction that God has called us to reflect exteriorly our inner life of faith in our daily living
2. *Respect*: Affirming each person's God-given dignity and uniqueness.
3. *Courage*: Inspired by this gift of the Holy Spirit, we proclaim and live the Word of God fearlessly and devotedly.
4. *Commitment*: Individually and collectively, we are steadfast to the team and its purpose.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

- Prepares and oversees a structured campaign plan and timeline, campaign budget, time frames, weekly reporting and financial goals for each campaign phase. Partners with clergy, staff and lay leaders to ensure campaign success.
- Directs the solicitation strategy for each campaign, including one on one visits, events and meetings.
- Conducts donor prospect research and prepares confidential documentation to share with appropriate clergy and lay leaders.
- Conducts confidential donor surveys for feasibility studies and accurately captures data and develops report with analysis and recommendations
- Evaluates and reviews top prospect list from wealth screen, giving history and feasibility study data.
- Educates and trains staff, volunteers and clergy on campaign activities including timelines of phases, donor-centric activities, solicitation and ethical fundraising practices. Develops positive relationships with parish, school and diocesan entity clergy, staff and lay leadership
- Assists with maintaining donor tracking - to manage the cultivation list of the current campaign prospects, including a relationship, ask amount, solicitation assignments, priority, timing and any notes.
- In conjunction with the Foundation Data Team, updates and maintains the database to ensure accurate tracking, acknowledgement, and record keeping of constituents and gifts in accordance with The Catholic Foundation of Central Florida policy and procedures.
- In conjunction with the Communications Manager, coordinates the development, production and distribution of all campaign collateral materials.
- Creates and maintains historical reference campaign materials.
- Coordinates with all vendors as needed throughout the campaign.
- Maintains fiscal responsibility for campaign budgets.
- Operates independently, exercising independent judgement on matters pertaining to each parish, or diocesan entity, campaign.
- Perform other duties as assigned.

## MINIMUM QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The successful candidate will possess the following:

#### EDUCATION AND/ OR EXPERIENCE

- Demonstrated success in fundraising with 1 – 3 years comprehensive development experience, specifically, with annual giving and/or campaign experience;
- Excellent written and oral communication skills as well as professional presentation and effective personal interaction, influence and experience working with diverse groups;
- Superior relationship and leadership skills;
- Highly organized, self-directed and self-motivated;
- Experience with moves management and donor cultivation;
- High level of discretion and ethical approach to fundraising, including adherence to Donor Bill of Rights and Canon 1262;
- Experience in collaborative, religious and service-oriented environments;
- Proficient with Microsoft Office and Donor Management Software, Raiser's Edge experience preferred;
- Knowledge of digital, social media and emerging online channels;
- Associate degree required; Bachelor or Master degree preferred;
- Certified Fund Raising Executive credential or equivalent preferred;
- Able to travel local and Diocesan wide as well as regionally
- Able to work nights and weekends as needed
- Bilingual in Spanish preferred
- Experience with endowment and investment portfolios preferred;
- Major gift and planned gift experience is preferred
- Active member of a Catholic parish preferred

#### LANGUAGE SKILLS

Ability to read, analyze, and interpret common journals, articles, and periodicals. Must have outstanding problem-solving skills. Excellent communication and interpersonal skills required.

#### MATHEMATICAL SKILLS

Ability to apply routine mathematical concepts such as addition, multiplication, and division.

#### REASONING ABILITY

Ability to define problems, collect data, establish facts, and draw valid conclusions.

#### PHYSICAL REQUIREMENTS

Position requires walking, sitting for extended periods of time, bending, stretching, and stooping. Repeated use of hands, fingers, wrists, and arms. Must be able to see up close as well as from afar. Must be able to lift up to 15 pounds. Job incumbent must also possess the ability to hear and communicate both verbally and in writing, in person and via telephone and electronic communications.

#### ACKNOWLEDGEMENT

The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job.

#### APPLICATION INSTRUCTIONS:

Qualified candidates may submit a cover letter and resume and a completed Application for Employment (<https://www.orlandodiocese.org/wp-content/uploads/2016/05/Employment-Application-2016-Fillable.pdf>) to Kimberlee Riley, President, The Catholic Foundation of Central Florida:

via email: [kriley@cfocf.org](mailto:kriley@cfocf.org)

via mail: 50 E. Robinson Street, Orlando, FL 32801

No phone calls, please