



Position: EPS Director of Advancement

Center location: Benson

Hours: 40 hours per week; salaried, exempt

Salary: Commensurate with experience

Position Purpose: The EPS Director of Advancement reports to the Executive Director and is responsible for developing, executing, and continuously adapting a comprehensive development plan to advance the mission, brand and impact of EPS across the Greater Omaha Metro area. This plan will lead to annual and ongoing growth in engagement, giving, volunteerism, partnership, and clients served across programs. The Director of Advancement is overseen by and partners closely with the Executive Director and the EPS Board to ensure all advancement efforts are aligned with EPS' mission, brand, and strategic vision; works collaboratively with internal peers to build a positive and engaged culture that reflects EPS' values; and leads a team of internal resources, close stakeholders, dedicated volunteers, donors, and community partners who work to serve women experiencing unplanned pregnancies.

Responsibilities:

- Embrace Essential Pregnancy Services' mission and values
- Develop a comprehensive Advancement plan that maps onto the priorities of EPS' strategic vision, with one to five-year projections
- Develop, execute, and continuously adapt a comprehensive set of donor marketing and communication strategies
- Direct a successful development strategy, exhibiting a clear passion and ability to:
 - Lead stakeholder/donor research and analysis, overseeing and leveraging the stake holder database
 - Identify stakeholders/donors with a high potential for major/planned gifts
 - Initiate stakeholder/donor communications and visits deftly and consistently
 - Realize greater stewardship and giving, and grow EPS' capacity to advance its mission, brand, and impact
 - Execute a highly effective stakeholder/donor recognition program
 - Re-engage current stakeholders/donors consistently, creatively, and personally
 - Cultivate stakeholder/donor relationships in order to maximize engagement and giving through key channels, including:
 - Major gifts
 - Planned/legacy gifts
 - Signature events (GLOW, Breakfast for Life, Mother's Day Rose Campaign; Baby Bottles Campaign, etc.)
 - Annual Appeal
 - Lighthouse Society (for donors supporting EPS with gifts of \$1000 or more annually)
 - Grants
- Direct a successful marketing and communications strategy that supports development, exhibiting the ability to:
 - Succinctly, positively, and effectively communicate and promote EPS' mission, brand and impact across a variety of media, including:
 - Community Engagements

- Church Engagements
 - Social Media
 - Web/blog
 - E-Blast
 - Newsletters and other direct mailings
 - Brochures, pamphlets, and other print collateral
 - Mass media – print, radio, and television
- Serve as a key face and voice of EPS, building positive relationships with current stakeholders and potential stakeholders
- Direct the Community Outreach & Events Manager, who will support execution of the Advancement plan, including the administration coordination of all signature events
- Direct the Creative Manager, who will support execution of the Advancement plan, including support of all donor marketing and communication activities and materials
- Design and manage a Capital Campaign to raise necessary funds to support EPS capital needs as it relates to new facilities and buildings, technology infrastructure, medical equipment and marketing efforts
- Manage all duties and responsibilities by maintaining regular office hours while meeting the additional demands naturally tied to cultivating and growing strong relationships with external donors, volunteers, and community partners
- Serve as a member of the EPS Leadership Team
- Perform other duties and responsibilities as assigned by the Executive Director.

Knowledge/Skills/Abilities:

- Self-starter, willing to learn new skills and take on tasks at any level to achieve goals
- Organized and goal-driven, exhibiting follow through on tasks and achieving goals
- Collaborative leader, exhibiting the ability to engage, motivate, and build relationships across a wide array of stakeholder groups, including but not limit to: Board, Executive Director, internal peers, donors, volunteers, and community partners
- Strong interpersonal and writing skills
- Knowledge and experience to lead core donor marketing and communications strategies that support development, particularly via social media/website, direct marketing, public relations engagements, church engagements, and advertising
- Demonstrated track record of raising charitable gifts from multiple sources, including individual donors, corporate and family charitable foundations, state and federal grants, events, annual appeals and planned giving programs to support a budget of \$1 million and more.
- Proficiency in core office applications such as Microsoft Excel, Word, PowerPoint, and Outlook, Google Docs, and Adobe Suite; experience with development applications such as Bloomerang or Raiser’s Edge preferred

Experience/Education:

- Bachelor’s Degree in marketing, public relations, communications or related field. Master’s Degree preferred.
- Preferred 2-3 years minimum experience as a professional in development or a related field including sales, marketing and communications, or event planning; experience as a volunteer leader/chair of major fundraising efforts

Send résumé and cover letter to: Attn: Executive Director Laura Buddenberg at laurab@essentialps.org or by mail to Essential Pregnancy Services, 6220 Maple St., Omaha, NE 68104.