

# The Resource Center for Pregnancy & Personal Health

Job Description: **Executive Director**

**August 2023**

**Position objectives:** The Executive Director has full responsibility for the staffing and financial solvency of the pregnancy center, which includes the implementation of the policies and procedures approved by the Board of Directors. The primary areas of responsibility are oversight of the Clinical Services Director and daily involvement with the development team, as well as community and public relations. This is a permanent full-time position.

**Reports to:** The Board of Directors

**Supervises:** Direct reports: Director of Clinical Services, Bookkeeper, Executive Assistant, Development team members

**Responsible to:** Board of Directors

## **Qualifications:**

1. Be a committed Christian who demonstrates a personal relationship with Jesus Christ as Savior and Lord.
2. Exhibits strong commitment and dedication to the pro-life position and sexual purity.
3. Agree with and be willing to uphold the Statement of Faith, Statement of Principle, and center policies.
4. Have verifiable education and experience in business, non-profit services and / or related fields.
5. Have two years' experience as a volunteer or employment in Christian ministry.
6. Have 2 years of experience in an administrative position with direct experience in supervising paid staff in an efficient and professional environment.
7. Have two years of experience in marketing, fund-raising, and public relations/development.
8. Exhibit strong skills in interpersonal communication, public speaking, writing and effective media relations.
9. Experienced in providing spiritual leadership, discipleship, encouragement, and confident direction for staff members and volunteers
10. Be able to develop and implement strategic plans and goals for the center in agreement with board direction.
11. Be able to carry out responsibilities with little or no supervision.
12. Be visionary in developing creative solutions to meet future needs of the ministry, and the men and women we serve.

## **Essential Functions**

### **I. Administration**

1. Provide administrative support, direction, and training for Board of Directors
2. Insure written and oral evaluations of all direct reports on a yearly basis
3. Coordinate with Treasurer and Bookkeeper on annual budget to be presented to Directors for approval.
4. Oversee and ensure accurate and current financial records to be reported to the board monthly.
5. Oversee expenditures for budgeted expenses of both Greeley and Windsor centers and approve large purchase requests.
6. Attend all Board meetings and provide monthly statistical and financial reports as well as ministry needs.
7. Participate in the preparation of annual calendar for special events of the ministry.
8. Ensure that policies and procedures manual is maintained for the operation of the center.
9. Report the monthly progress, effectiveness, and efficiency of development programs; identify problems in meeting objectives and recommend solutions.
10. Regularly meet with Donor Relations to review donor and prospect records and history. Insist on accurate and timely donor history.
11. Supervise the search, hiring and evaluation of the development and support staff as needed.
12. Coordinate all efforts to provide an inviting and attractive outside curb appeal to all TRC locations, as well as a welcoming and peaceful inside ambiance to compliment the medical and spiritual, and restorative work taking place on the inside. Communicate expectations with property staff and property needs to the Board of Directors.
13. Serve as Primary Back-up for Events, Marketing, and Property management when staff is unavailable.

## **II. Training**

1. Train new Board members, and provide evaluations of staff giving public presentations.
2. Assist as needed in the annual trainings for all TRC Staff, volunteers, and Board members
3. Initiate and facilitate regular Board of Directors Strategic Plan Retreats for future ministry visioning and growth.

## **III. Development**

1. Prepare, with development team, a yearly development plan following goals established by the BOD. Include a model for evaluating effectiveness and budgetary requirements
2. In conjunction with the board and Donor Relations, design, implement, coordinate and evaluate programs in the following areas of fund development: annual giving, major gifts, planned giving, special events and other ongoing activities.
3. Plan, conduct, and work with a committee to execute major fundraising events, and direct mail pieces and newsletters each year.
4. Develop and execute a program to make appeals to church mission boards for financial partnership.
5. Communicate with donors on a regular basis through phone calls / receipt letters/ personal visits and organizational efforts engaging talents and relationships of current and former Board members.
6. Carry out strategic goals established by the Board of Directors.
7. Ensure Donor Relations provides for regular back-up of donor files and procedures for safeguarding donor and prospect database to ensure the protection and integrity of historical data.

## **IV. Public Relations**

1. Educate the local community, including churches, pastors, community groups as well as the professional business leaders about the pregnancy center ministry with the goal of obtaining support and involvement with the ministry.
2. Develop and maintain strong working relationships with key contacts within the community including civic groups, media, and philanthropic prospects. Identify potential fundraising opportunities within these groups and recommend a course of action for entering these markets.
3. Develop and maintain relationships with other ministry/ non-profit organizations that meet client needs. Connect the appropriate staff member with these organizations.
4. Work with Development team to revise promotional materials used in presenting the pregnancy center to clients, community, and churches. Approve all graphics before submission.
5. Work with the Board of Directors to promote public awareness of the ministry through marketing campaigns and church relationships.

## **V. Security**

1. Remain informed through affiliation partners (Heartbeat International, NIFLA and Care-Net,) of possible threats to the ministry.
2. Interact, as needed, with Sheriff's office and the Greeley / Windsor Police Departments
3. Work with property staff and Board to develop effective strategies, policies and procedures to safeguard property and staff

## **VI. Professional Development**

1. Attend annual Heartbeat International Conference
2. Attend Rocky Mountain Counselor's Conference (if possible)
3. Regularly read HB news, other pro-life non-profit publications and attend industry webinars.
4. Attend Weld Community Foundation Development trainings.
5. Attend appropriate workshops with NorCoWIB.
6. Regularly attend the Area Executive Director's meetings
7. When, possible, attend Leadership Summits
8. Personal Bible Study