

**LUTHER HOME OF MERCY**  
SUMMARY POSITION DESCRIPTION

**Position:** Director of Mission Advancement

**Reports To:** Vice President

**Function:** To coordinate and direct the promotion of the LHM ministry to both internal and external constituencies

**Responsibilities:**

1. Directs daily department operations for a comprehensive Mission Advancement program. This includes Mission Advancement staff, front desk personnel and Pastoral Care staff
2. Serve as spokesperson for Luther Home of Mercy, its mission, priorities and needs
3. Work with team to plan and implement fund raising activities and other special events
4. Develop an annual Mission Advancement plan with specific annual goals for the department
5. Manage the production of marketing materials
6. Work with the Lutheran Ministries of Mercy Director of Planned Giving as needed to identify major gift donor prospects and solicitations
7. Oversee donor data entry and acknowledgement processes
8. Support all grant writing efforts
9. Collaborate with partner agencies for joint fund raising and marketing activities
10. Attend off campus meetings and seminars as required in pursuit of employment duties including occasional evening and weekends
11. Other related duties as required

**Ability To:**

1. Effectively relate the LHM Mission and values
2. Ability to initiate, plan, develop and implement both a short term and long-range plan for the Mission Advancement Department
3. Ability to relate comfortably with a wide variety of people including residents/clients, staff, clergy, families and volunteers
4. Ability to work a flexible schedule
5. Demonstrated ability to plan, organize and implement a variety of activities and group projects with established timelines
6. Ability to convene and leads teams in accomplishment of agency/department priorities
7. Ability to utilize social media for advancement of agency objectives
8. Ability to research and evaluate potentials for grant applications and ensure timely submissions

**QUALIFICATIONS:**

1. Education and/or career experience in Marketing/Public Relations, Human Services or a related field
2. Experience in the areas of marketing, social media/website usage and development, event planning and/or fundraising and grant development and writing preferred
3. Minimum of three years progressive management experience preferred
4. Demonstrated organizational skills, capable of planning, initiating and leading to establish and accomplish goals and objectives
5. Must hold current Ohio Driver's License and have vehicle capable of travel to meetings, conferences, agencies, etc.
6. Must have good physical and mental health This position requires reasonable amounts of walking

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Employee Signature

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Date