

Director of Development, Marketing, and Communications

Living Water Ministries



Qualifications

The Director of Development, Marketing, and Communications shall be a person who supports the mission, vision, and core values of Living Water Ministries, our commitment to the ministry of Jesus Christ, and the work of the church. The successful candidate will have a strong command of grace-filled theology. They shall have excellent interpersonal and leadership skills with gifts in community building, hospitality, communication, creativity, organization, customer service, budgeting, strong writing, editing, and design skills, data-driven decision making as well as critical and strategic thinking. Must be self-motivated, detail oriented and passionate about the mission of LWM. Experience and knowledge working with web-based applications, email, and Microsoft Office required. Experience with donor management and fundraising tools preferred. Bachelor's degree required.

Position Summary

The Director of Development, Marketing, and Communications provides strategic leadership for Living Water Ministries' (LWM) fundraising, donor relations, marketing, and external communications. This role manages the systems and tools that drive revenue, storytelling, and community engagement assuring consistency, transparency, clarity, and creativity in how LWM connects with supporters, partners, donors and the wider public. Over 75% of LWM's income is generated through fundraising efforts.

Reporting to the Executive Director, the Director is responsible for overseeing all fundraising campaigns, cultivating donor relationships, managing communications and marketing strategies, and ensuring effective use of digital and print tools. This position also supervises interns and collaborates closely with program staff to align messaging with LWM's mission.

Specific Duties & Responsibilities

Fundraising & Development

- Develop and oversee the annual fundraising strategy, including LWM's multi-year roadmap.
- Design and implement annual fundraising campaigns across multiple channels.
- Conduct prospect research, prepare reports, and monitor fundraising outcomes.
- Cultivate, coordinate, and manage volunteer development teams (e.g., WTA Bingo, Run the Race).
- Lead and grow the Stream recurring giving program and other perennial fundraising initiatives.

- Cultivate and steward donor relationships through visits, calls, notes, and events, in collaboration with the Executive Director.
- Solicit gifts from individuals, foundations, and congregations in collaboration with Executive Director.
- Research, write, and manage grant applications, tracking and reporting.
- Establish and maintain fundraising processes, including gift acknowledgment, tax receipting, and campaign standards.
- Manage Bloomerang fundraising database: create campaigns/pages, design graphics and copy, generate reports, maintain data integrity, and manage vendor relationship.

Communications & Marketing

- Develop and implement the annual communications strategy, including themes and campaigns.
- Maintain and enforce LWM's Style Guide and brand standards across all communications.
- Design and produce print and digital materials (newsletters, donor letters, postcards, brochures, program collateral, and special event promotions).
- Partner with the Executive Director and other staff to draft letters, announcements, presentations and other materials for various constituencies.
- Manage Canva Pro account, brand kit, and graphic design projects.
- Oversee annual printed newsletters and other major mailings in-house or with HiLite Graphics and other vendors.

Email & CRM

- Manage Bloomerang email campaigns, lists, and segmentation.
- Oversee database hygiene, imports/exports, and duplicate management.

Social Media & Digital Content

- Develop and execute annual social media strategy and editorial calendar.
- Manage accounts (Facebook, Instagram, YouTube, Linktr.ee) with consistent voice and branding.
- Track and report on audience engagement and growth.

Website

- Manage and update WordPress website content.
- Create copy and graphics aligned with site standards and SEO practices.
- Manage vendor relationships for hosting, SEO optimization, and domain management.

Leadership & Supervision

- Train Marketing/Digital Storyteller summer intern.
- Collaborate cross-functionally with program staff and leadership team.

Additional duties as assigned by the Executive Director.

Other Expectations

The position can operate remotely but does require residence in the lower peninsula of Michigan.

Physical Demands

While performing the duties of this job, the employee is regularly required to talk and hear, stretch and reach, use hands and fingers to operate a computer and telephone, and will occasionally be expected to lift boxes or materials weighing up to twenty pounds. The position requires extensive travel by car. Reasonable accommodation can be made to enable individuals with disabilities to perform the essential functions.

Continuing Education

Continuing education is available, and as arranged with and approved by the Executive Director.

Salary Range

\$45,000-\$60,000 commensurate with experience

Benefits

- Health insurance, including dental and vision (Blue Cross Blue Shield of Michigan)
 - 403b retirement contribution (10% of annual salary)
 - Life insurance
 - Cell phone reimbursement
 - Mileage reimbursement based on current IRS mileage rate for business
 - Paid time off
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Mission: Bringing together all of God's children to experience Christian community, grow in faith, develop leadership skills, and serve others.

Vision: Create communities centered in Christ to transform lives and the world.

Core Values: Excellence • Christian Community • Faith Formation • Welcome to All