



Service. Healing. Transformation.

# Director of Development

Ter Molen Watkins & Brandt<sub>LLC</sub>

## ABOUT THE POSITION

We're all a part of one world. One World Surgery (OWS) is a dynamic, international humanitarian organization with surgical programs in Honduras and the Dominican Republic. One World Surgery's vision:

*A world with safe, timely, and accessible surgical and primary care.*

This position presents an exciting opportunity for an experienced non-profit leader to bring a fresh, focused energy to development, marketing, and communications in order to increase philanthropic revenue in support of the mission of OWS.

### **Called to Make the World a Better Place**

The successful candidate will establish and run a development program that includes a multi-channel marketing and communications strategy. OWS has experienced exponential growth in recent years. The new director will play a vital role in strengthening fundraising of this growing non-profit by managing operations and structure of the department, while giving focus to new and renewed gifts under \$5,000, ensuring ROI of events through supervision of the events manager, and ensuring all marketing and communications are strategic, inspiring, and impactful.

### **Lead with Passion**

As the senior staff member in the OWS office in Deerfield, Illinois office, this senior staff position will report to the CEO and will oversee a growing Chicagoland development team including a communications and development associate and an events manager. The position requires strong collaboration with leadership, colleagues, and partners across the US and abroad.

### **Enjoy Flexibility and International Travel**

The director will attend one medical mission to Honduras or Dominican Republic each year, in accordance with CDC guidelines. The successful candidate will enjoy a flexible hybrid work environment where remote work is a common practice while providing an in-person presence at the office of two-three days per week.

One World Surgery is an Equal Opportunity Employer that is committed to a diverse workplace. We strongly encourage people of color, people with disabilities, women, and LGBTQIA+ candidates to apply.



## CANDIDATE PROFILE

The right candidate is a poised leader who is excited by the chance to create and implement development strategy through a communications and marketing lens. They have a strong grasp of individual giving as well as fundraising through development communications and nonprofit marketing. They will align OWS's work across these intersecting areas. The director is assured in their ability to execute a comprehensive development program via direct mail, social media, digital marketing, events, and other traditional and non-traditional communications.

The director brings an enthusiastic, innovative approach and will serve as the OWS expert in these areas to influence effective strategy and guide best practices. They are a stellar writer, editor, storyteller, project manager, team builder, and strategic thinker. The successful applicant understands the power of narrative and can shape clear and persuasive content that fuels long-term donor support. They are prepared to provide as much hands-on support as required to ensure the success of their team. The director is passionate about One World Surgery's mission and is an articulate communicator and representative of OWS.

## ABOUT OWS

One World Surgery's mission is to transform lives by providing global access to high quality surgical and primary care. OWS funds and operates the world-class Holy Family Surgery Center in Honduras and has broken ground on a second medical center in Dominican Republic, made possible by a near-complete capital campaign. OWS is dedicated to helping patients from every walk of life receive surgical and primary care and to igniting the spirit of service in our growing community of physicians, nurses, and other volunteers committed to solving global health challenges.



# DUTIES AND RESPONSIBILITIES

The successful candidate will bring a working knowledge of how development, marketing, and communications work together to engage constituents, raise funds and advance the organization's mission. The director will increase engagement of all constituents—donors, volunteers, and those interested in learning more about the mission of OWS.

## Development

- Support the OWS 2021 fundraising goal of \$5.5 million by creating and implementing a strategic development marketing and communications plan with revenue goals aimed to increase financial support and oversight of the individual giving, events, direct mail and digital campaigns
- Manage all fundraising operations, including budgeting, prospect tracking, stewardship including the acknowledgement process, and database oversight
- Lead individual mid-level giving efforts through communications and marketing, such as direct mail and digital/social media campaigns as well as support the Donor Relations Director with marketing and communications for major gift efforts
- Establish, track, and report metrics that illustrate the effectiveness of development communications and marketing efforts. Utilize analytics to drive strategic decisions that increase individual giving revenue, such as launching a “buy a brick” donor program to support OWS’s capital campaign and other acquisition, upgrade, acknowledgment, and stewardship strategies
- Oversee the Events Manager and ensure that OWS events not only meet the financial goal, but also lead to increased awareness and revenue
- Oversee the Development and Communications Associate, ensuring their supportive role is carried out successfully and their activities will lead to increased awareness

## Marketing and Communications

- Create and implement a multi-channel marketing and communications strategy that increases engagement with OWS. Manage plan and content calendar for messages to key audiences (donors, prospects, event participants, and medical mission volunteers), to include event promotion, fundraising appeals, volunteer recruitment and education/awareness for OWS programs
- Elevate and oversee OWS social media, website, and digital presence to keep relevant and engaging; stay abreast of and incorporate innovative strategies
- Manage the production of engaging materials about OWS. Write clear, succinct, and persuasive content across multiple communication channels, including electronic, social, video and traditional media
- Serve as a primary editor, ensuring all messaging reflects OWS values, mission, brand, programmatic goals and overall high standards; create and maintain Style Guide with an eagle eye for grammar and consistency across platforms
- Oversee all communication projects and manage relationships alongside direct reports for projects that contract outside vendors such as the website contractor, direct mail houses, photographers, videographers, and designers

## Leadership and Management

- Lead and represent the OWS values and culture in the Deerfield office through direct and indirect management
- Collaborate with CEO and finance team to create the annual revenue and expense budgets for development and marketing priorities per the strategic plan. Manage this area of the budget.
- Mentor and train both direct reports toward achieving individual and team goals
- Serve as the OWS expert on development marketing and communications; advise colleagues at all levels of the organization; coach others using sound judgement; set, model, and hold self and others accountable to best practices
- Inspire and cultivate team building through regular team meetings and promotion of a positive work environment. Build strong relationships with individuals and departments throughout the organization
- If needed, be able to serve as the face of OWS year-round in Deerfield, abroad during medical missions, and to steward partnerships

## Characteristics of Successful Candidate

- Ability to tell the stories of our patients from an empowering and strengths-based lens that always respects and maintains human dignity. Our work in vulnerable settings such as medical facilities and children's homes requires us to be especially vigilant.
- Achievements in reaching fundraising goals, especially in annual/individual giving and development communications
- Success executing marketing strategies, including various digital and social media platforms
- Confidence to establish new processes and proactively influence the direction of the organization
- Ability to confidently represent OWS
- Mature writing style and impeccable editing skills; versatility across communication formats
- Aptitude as a self-directed leader, sound decision maker, innovative thinker, and detail-oriented project manager in a fast-paced environment
- Inclusive, creative, and positive approach to collaboration and team building across all levels of the organization

## Qualifications

- A minimum of seven years of nonprofit development and communications experience; two years of experience managing direct reports early in their careers
- Bachelor's degree from an accredited college or university
- Ability to travel
- Proficiency in Little Green Light, Constant Contact, WordPress and other fundraising portals a plus

## Salary, Bonus Opportunity, and Benefits

OWS offers a competitive salary, bonus opportunity, and benefits. This is a full-time, exempt position eligible for health and life insurance, short- and long-term disability, 401k with match opportunity, and a generous paid time off policy that includes holidays, vacation, personal, and sick days.

The salary range for this position is \$100,000-\$120,000. Compensation is commensurate with experience.

## Application Procedures

Recruitment will continue until the position is filled.

Please complete this application form where you will upload your cover letter, resume, and writing samples by visiting: <http://bit.ly/APPLYtoOneWorldSurgery>

Confidential inquiries and questions may be directed to Anne Smith by email at: [asmith@twbfundraising.com](mailto:asmith@twbfundraising.com).

**No phone calls or applications submitted by mail, please.**