

Advancement Director



Staff Team: Advancement

Job Summary

The Advancement Director oversees Ground Zero's annual Dragon Boat Festival and works with the President and Advancement Team to advance Ground Zero's fundraising strategy, prepare communication content, procure event sponsorships, and market Ground Zero events. The Advancement Director is an enthusiastic, driven, creative and organized communicator with excellent people skills who encourages and motivates individuals and businesses to partner with Ground Zero to reach teenagers.

Essential Functions of Job

- Collaborate with GZ staff to create, plan and implement inspiring and life changing ministry to teens
- Embrace Ground Zero's mission, core values, and strategy
- Honor ministry policies outlined in Ground Zero Handbook
- Perform other duties as requested by the President of GZ
- Understand every staff member has a role in advancement
- Function in a non-traditional work schedule that balances ministry, family, and personal time
- Understand our commitment at Ground Zero to live the principle, "He must increase, but I must decrease." – John 3:30 - *John prepares the way for Jesus through his life and his preaching. But in the end, that mission is not to draw attention to himself but to draw attention to Jesus.*

Advancement

Dragon Boat Festival

- Create, oversee, and implement a written plan for festival fundraising goals
- Recruit and secure the designated number of boat captains for the festival
- Create a written, detailed plan to engage and nurture captains to recruit, build, and retain strong teams
- Solicit and secure gift packets and other festival incentives
- Create a process to ensure event captains and paddlers have a great experience with the festival
- Identify and secure necessary festival sponsors
- Secure necessary quota of media sponsors for the festival
- Serve as media contact at the festival

Communications

- Work with Advancement Team to create and awareness and fundraising campaigns
- Work with Advancement Team to create communication pieces
- Maintain a donor nurture mindset that cultivates donor relationships on behalf of Ground Zero
- Identify stories of life change, pictures, and videos to use in ministry communications
- Create and implement a social media plan for the ministry
- Manage the ministry's texting platform

Sponsorship

- Ensure support for designated events and projects by creating sponsorship packages and targeting, recruiting, and procuring sponsorships and ads
- Create an internal system to ensure GZ's commitment to sponsors is fulfilled in print, online, media, and signage
- Create a process to ensure sponsors are acknowledged and receive thank you packets

Marketing

- Use and abide by ECFA guidelines
- Create and execute marketing strategies that successfully promote GZ's ministry and events
- Create and coordinate event announcements for stage, main room screens, and announcement TVs

- Maintain venue messaging by overseeing regularly updated marquee, posters, table tents, napkin holders, etc.
- Update and stock venue supplies of business cards, GZ brochures, and information cards
- Build and foster long-term working relationships with local media contacts
- Record event data including attendance numbers, churches represented, and number of decisions
- Work with the Chamber of Commerce to engage local businesses and civic groups

Implementation

- Research and order merchandise for Stage Left
- Accept merchandise delivery, organize stock and maintain inventory for Stage Left
- Oversee merchandise tables and volunteers for visiting artists

Leadership Teams

Responsible for the organization and oversight of leadership teams:

- Stage Left
- Communications