

Fundraising & Marketing Director Position Description

Reports To: Executive Director | **Direct Reports:** Communication Intern(s)

Position Purpose: The Fundraising & Marketing Director is responsible for all aspects of fund raising and marketing communications in support of CWF's vision, mission and values. Fundraising and Marketing outputs should express to our stakeholders God's love in action.

Position Responsibilities:

1. Oversee Fundraising and Marketing Division for strategic planning of goals, resources needed and consensus from necessary leadership for all Fundraising and Marketing activities in Hong Kong, Cambodia and China
2. Maintain project monitoring systems and databases to include the donor database and CWF website
3. Plan and execute fund raising events to support the CWF vision and mission
4. Seek grant opportunities that support CWF's mission, write and submit grants, monitor grant requirements and provide necessary grant reports to fulfill those requirements
5. Developing and coordinating CWF chapters in local communities including Hong Kong, Shanghai and other locations in Asia
6. Ensure Fundraising and Marketing activities support and encourage the growth of Christian expression and beliefs in ways that don't conflict with local government regulations
7. Communicate with CWF stakeholders through newsletters, direct email communication, organizational reports and social media
8. Interact with CWF partner institutions to coordinate and support collaborative awareness and fund raising activities
9. Budgeting and finance accounting for all costs associated with Fundraising and Marketing activities overall annually by following legal accounting and financial reporting procedures
10. Understand and uphold local government regulations where CWF operates

KSAOC - Knowledge, Skills, Abilities & Other Characteristics

Knowledge

1. Understanding of sustainable community development concepts and strategies
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3. Team-building and facilitation techniques
4. Program management & evaluation knowledge
5. Strategic planning knowledge
6. Staff performance evaluation knowledge

Skills

1. Leading & deciding
2. Program management
3. Planning and developing
4. Organizing and executing
5. Mentorship (developing skills and abilities in others)

Abilities

1. Excellent interpersonal and communication skills
2. Oral/written language: fluent English
3. Team building
4. Able to train others
5. Learning on the fly

Other Characteristics

1. Independence
2. Initiative
3. Attention to detail
4. Professional & emotional resilience and stability
5. Strong sense of responsibility
6. Christian

Qualifications

Education: Undergraduate degree required. Advanced degree in Education, Business, Public Administration, Development, Marketing or related field preferred.

Travel

- Ability to travel regularly (~25-35% of year)
- 2-3 trips per month

Experience

- Experience in fundraising and marketing for non-profit organizations or volunteer organizations.
- Familiar with budget forecasting, standard accounting practices, computer skills and office systems (word processing, spreadsheets, database management, email, social media, etc.).

Faith: Christian

For more information or to apply, please contact us at: hr@cwef.org.hk