**Position: Director of Development and Marketing**

Part-time (20-30 hours per week), exempt

Location: 181 Mercy Lane, Hamptonville, NC 27020

Reports to: Executive Director

**Mission -** *Well of Mercy, a ministry of hospitality and healing sponsored by the Sisters of Mercy, provides quiet sanctuary for adult individuals seeking right relationship with self, others, God & creation. By offering spiritual companionship, emotional support, respectful acceptance and sacred space, Well of Mercy contributes to the rest and renewal of its guests.*

**About the Organization -** Well of Mercy is a small retreat center, sponsored by the Sisters of Mercy and located near Harmony, North Carolina in the Yadkin Valley. The organization has been serving contemplative, spiritual and emotional needs of individuals since opening the doors in September of 1997. A [historical narrative](http://www.wellofmercy.org/story) shares the vision and inspiration of two Sisters who founded Well, and how they sought to meet the needs of those wanting a quiet place apart from the chaos of the world.

Well of Mercy is neither a conference center nor a clinical facility; but rather a quiet place nestled on 110 acres of property for a small number of individuals to step apart into the quiet. Well of Mercy is open Wednesday through Sunday for reservations. Accommodations include 14 private rooms with private baths and two small cottages. Preserving a place apart is an essential component of the mission. Numerous other facilities offer group retreats but virtually none for private, quiet, introspection in a safe, lovely, wooded environment. A virtual tour created several years ago shares the essence that is Well of Mercy. All candidates should familiarize themselves with both the [virtual tour](https://vimeo.com/109940836) and the [historical narrative](http://www.wellofmercy.org/story).

**Position Summary:** The individual must reflect the goals, philosophy, values, and mission of Well of Mercy and the Sisters of Mercy. The role of the Director of Development and Marketing is to build resources in support of Well of Mercy’s mission and strategic plan for sustainability while promoting Well of Mercy. This individual will manage both the fundraising and marketing functions at Well of Mercy with special attention given to fundraising, donor relationships and grant writing, as well as outreach activities, public relations, internet presence and social media.

**The Director of Development and Marketing must:**

1. Be committed to the philosophies and values of Well of Mercy and the Sisters of Mercy.
2. Maintain the highest professional standards of confidentiality, conduct and work ethic.
3. Work as a team member with external and internal relationships, operations and communications.
4. Actively engage in the community, and serve with the Executive Director, as the face of the organization.

**Major Duties and Responsibilities:** The Director of Development and Marketing will be responsible for:

* Establishing and maintaining a comprehensive annual resource development plan that specifies fundraising activities, projected goals, associated revenue and expenses to ensure sustainability of Well of Mercy.
* Developing and managing donor and prospect relationship building activities, working closely with the Executive Director and staff members to ensure appropriate contacts with donors and prospects.
* Planning, coordinating and managing donor database, record-keeping and reporting activities.
* Defining and describing Well of Mercy donors and presenting information about donors through donor management software, dashboard demographics, mailing lists, and a written approach for soliciting donors.
* Coordinating event planning and sponsorships for ministry fundraisers.
* Leading Well of Mercy’s pursuit of grants through foundations, organizations and businesses, managing the process for proposal development, submission and follow-up reports.
* Developing and maintaining a comprehensive communications plan targeted to various constituencies and audiences that describes the audiences and the ways to tell Well of Mercy’s story to each audience.
* Creating a communications plan for social media posts, news stories, direct mail publications, talking points, brochures, press releases and other needed materials designed to extend reach and enhance the image of Well of Mercy with the public.
* Supervising the development of content and design that communicates the mission, identity and message of Well of Mercy through multiple channels.
* Developing and generating context and content for mail, emails, ministry website and social media posts and campaigns that convey the mission and message of Well of Mercy.
* Identifying candidates for top volunteer leadership roles in fundraising and marketing, articulating goals, outcomes and objectives regarding the achievement of critical revenue generation goals.
* Working closely with the Board of Directors and Board committees as appropriate.
* Performing other duties as assigned, such as providing staff administration assistance during exceptionally busy periods.

**Job Relationships:** Employees Supervised: None. Interrelationships: Staff, Executive Committee, Board Members, Donors, Volunteers, Guests, and External Relationships

**Job Qualifications (minimum): Education:** College degree in marketing, communications, public relations, creative writing, journalism or fundraising preferred, but not required.

**Experience:** With the preferred educational background, five years of experience in resource development or fundraising department is acceptable. Otherwise, there should be six or more years’ experience in resource development or fundraising, preferably in a management role. Evidence of a proven track record of success in fundraising and communications, including sample communications of work and history of directly securing major grants or gifts. Experience must include direct solicitation of gifts from donors and personal cultivation of prospects.

**Skills:** Excellent organizational and planning skills, proficiency in Microsoft Word and Excel, knowledge and ability to learn fundraising database software. Excellent written and verbal communication, social media, and public speaking skills, and the ability to enthusiastically promote Well of Mercy to outside agencies, organizations, prospects, donors, and Board Members. Ability to interact professionally with people from a variety of backgrounds, beliefs, lifestyles and life situations.

**Physical Demands and Working Conditions:** Must continuously have use of both hands and feet, speak clearly, hear, see close-up at less than 20 inches, and at a distance of more than 20 feet. Requires frequent standing, sitting, walking, and driving of automobile. Requires occasional long or irregular hours worked, especially during exceptionally busy periods. Working in an office environment with significant time visiting external relationships within a 75-mile region. Work from home is acceptable on occasion and with approval.

Send all resumes to: directorapplicants@wellofmercy.org