

JOB DESCRIPTION



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Investor Development Director

The greatest challenge CDF Capital in growing our ministry is acquiring new supporters to invest in and donate to our ministry. To overcome this challenge, we are seeking to hire a dedicated Investor Development Director to help us grow and ensure the longevity of our organization. The Investor Development Director will report to the Executive Director of Marketing & Business Development and will work with the Senior Leadership Team and staff to develop strategies to grow our investor and donor bases. You will be responsible for planning and implementing strategies to secure investments and contributions in support of the organization, providing oversight of our investor network and donor base, monitoring marketing and development activities, and address issues that may hamper growth and success.

The successful applicant should have proven experience in fundraising for ministries, campaign management, and marketing with demonstrated success in our key demographic (ages 55+). You must be motivated, be able to solve complex problems creatively, be able to see initiatives through from concept to completion and have a passion for the church. This is an opportunity for the right candidate to oversee a critical piece of CDF Capital's success.

What You Will Do

- Work with the Senior Leadership Team to facilitate short and long-term investor and donor growth strategies and plans.
- Be a member of, and participate in reporting to, the Pricing Committee.
- Manage our investor network including:
 - Building and executing the next version of our network,
 - Developing a communication and recognition program for our investors,
 - Regularly meeting with and talk to our presidential investors.
- Own the health and growth of our individual audience to grow our base of potential investors and donors.
- Develop communication and marketing strategies, with the Senior Leadership Team, for new investor and donor acquisition.
- Be the primary driver of new investor and donor acquisition through engagement, marketing, and promotional activities.
- Oversee the development of marketing, SEO, and general content in support of our marketing and communication strategies.
- Own and develop our individual communications channels and the development of our content, including our print publication, The Cornerstone.
- Work with our Investor Relations team, our Foundation team, and the Kairos Benevolence Fund team to brainstorm and develop ways to improve our investor and donor experience.
- Track email, social, web, lead, and sales analytics to ascertain engagement levels and report results.
- Contribute to the overall efforts of the Marketing Department.
- Perform other related duties as requested.

Your Success Factors

Success in this role means growth for CDF Capital, but you are not in it alone. Your critical success factors for this role are:

- Measurable increase in investor and donor satisfaction,
- Measurable increase in investor and donor engagement,
- Multi-factor growth in new investor and donor acquisition,
- Surpassing organization goals for new investments raised,
- Surpassing organization goals for new donations raised.

Key Qualifications

While we would love to consider all applicants, we prefer those that best match the following.

Must Haves

- A living, vital faith in Jesus Christ
- Bachelor's Degree in Communications, Marketing, or an MBA
- 5+ years of fundraising, development, or marketing leadership experience
- Excellent written and verbal communication skills
- Demonstrated ability to write and create original content that provokes engagement
- Superior ability to proofread and finding mistakes others often miss
- Demonstrated ability to manage multiple projects
- Experience managing social media, email marketing, and websites
- Strong leadership qualities
- Ability and willingness to travel

Extra Points If You

- Can adapt when requirements or priorities shift
- Learn new tricks and tools to get the job done
- Have experience managing a WordPress website and/or using Emma for email marketing
- Have your series 63
- Have used Microsoft Dynamics CRM
- Have a creative background and can use Photoshop
- Know how to edit a bit of HTML
- Have worked in or for a church or parachurch ministry

Position Details

- Reports to: Executive Director of Marketing & Business Development
- Pay range: DOE
- Location: Irvine, CA preferred, remote for the right candidate
- Classification: Full-time Regular
- FLSA: Exempt
- Benefits: CDF Capital provides a generous benefits package that includes paid time off, health, dental, vision, and a 403(b) retirement program.

About CDF Capital

Helping Churches Grow

God calls His people into a story of transformation. Since 1953, we have helped Christians and churches embrace their part in this story by providing the three kinds of capital every congregation needs for growth—Financial Capital, Leadership Capital, and Spiritual Capital. Church growth is about more than just attendance—it also involves congregational spiritual maturity, a culture of healthy leadership, discipleship-making, and more. At CDF Capital, we care about each of these components. When a church is properly resourced financially, spiritually, and in leadership, lives are transformed. We call this Transformational Capital.

Working Conditions

This position requires prolonged sitting, standing, walking reaching, twisting, turning, bending, and stooping in the performance of daily office activities. It also requires grasping, repetitive hand movements and fine coordination in providing statistical reports and data using a computer keyboard. Additionally, the position requires near vision in reading correspondence, statistical data and using a computer. Hearing is required when communicating by phone and/or in person. The need to lift, drag, and push files, paper and documents weighing up to 25 pounds is also required.

General Information

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required of personnel so classified.

To learn more about CDF Capital, please visit www.cdfcapital.org.