

# Director of Marketing and Development Job Overview

Qualifications for employment at Watermark Health include having made a life commitment to Jesus Christ, agreement in writing with the Beliefs and Governance statements of Watermark Community Church and Watermark Health, a work history and lifestyle that are consistent with biblical principles and being an active member in good standing at either Watermark, CityBridge, or Onward Community Church or be willing to become one.

**REPORTS TO:** Executive Director

**FLSA STATUS:** Exempt

**LOCATION:** WMH Offices (Occasional Multi-Site Travel)

**TIME REQUIREMENTS:** Full Time, Benefits Eligible

**MISSION STATEMENT:** We exist to serve the community by awakening and empowering the local church to care for the physical healthcare needs and engage souls with the love and power of the Gospel of Jesus Christ.

**POSITION SUMMARY:** This individual works alongside the Executive Director and WMH Board to oversee and manage the direction and strategy of Watermark Health in the areas of marketing, communications, and development. The individual filling this new role will have the opportunity to build and develop processes and structure as they steward the initiatives listed.

**SPIRITUAL GIFTS & STRENGTHS:** GIFTS – Leadership, Administration, Empathy, Hospitality, Exhortation  
STRENGTHS – Activator, Communication, Maximizer, Relator, Connectedness, Developer, Achiever, Responsibility, Assurance, Strategic, Ideation, Futuristic, Adaptability

## ESSENTIAL QUALIFICATIONS, SKILLS, & EXPERIENCE:

- Bachelor's Degree preferred (Marketing, Communications, Business, or equivalent field)
- 3-5 Years' Experience in Marketing, Donor Development, Brand Development, or related fields
- Experience in planning and hosting events, grant writing, donor portfolio management
- Experience in project management with proficient use of Microsoft Office and other project management tools
- High self-initiative with the ability to work effectively under minimal supervision
- Excellent social, verbal, written, and presentation skills
- Active member in good standing at Watermark Community Church or a Partner Church
- Aligned with and passionate about the mission, vision, and values of Watermark Health

## POSITION RESPONSIBILITIES:

### Development Oversight and Leadership

- Manage donor database, communications, and strategy alongside Executive Director and Board
- Oversee and manage development related events and campaign initiatives
- Oversee and manage grant writing and company partnership opportunities
- Support Executive Director and Board in stewarding existing donors and portfolio management

### Marketing and Communications Oversight

- Oversee and manage communications strategy and brand development among all audiences (patients, volunteers, donors, external)
- Oversee communication team workflow, vendor, and contractor relationships
- Oversee and manage public relations efforts, training staff and vetting/cultivating external opportunities

### WMH Oversight

- Lead projects and manage stakeholders' deliverables with competing priorities and time constraints
- Manage employees in Marketing and Development Department
- Comfortably demonstrate spiritual leadership, pastoral care, and evangelism; able to shepherd/counsel staff
- Act as leader and resource in lieu of Executive Director's presence

## MARKERS OF AN IDEAL CANDIDATE:

- High capacity
- Self-starter
- Strategic thinker
- Flexible and adaptable
- Problem solver
- Project manager
- Management Experience
- Warm, hospitable, and joyful in demeanor
- Aligned on mission, vision, and values of WMH

**...SO THAT THE MULTITUDES MAY BE HEALED.**