

# Director of Advancement

## MB Seminary

MB Seminary comes alongside men and women to educate, equip, and disciple them for life and ministry centred on Jesus and the Bible. MB Seminary is a Canadian ministry with an international reach and is a Mennonite Brethren ministry with multi-denominational relationships.

The Director of Advancement is a full-time staff role that provides entrepreneurial, strategic and operational leadership to the development, communication, and marketing initiatives and personnel of MB Seminary.

### Primary Responsibilities

- Overall leadership and coordination of fundraising activities, including management and growth of MB Seminary's donor base (individuals, churches, foundations), engagement with conferences and partner ministries, and implementation of campaigns. The Director will maintain an active portfolio and be directly involved in fundraising.
- Represent MB Seminary and liaise with alumni, MB churches, agencies, and conference leaders.
- Oversight and direction for all communications as related to marketing, promotion, recruitment, development, branding, image, and points of contact. Coordination and creation of digital and print assets.
- Leadership and development of Advancement staff.

### Specific Responsibilities

- Development
  - Provide all aspects of effective and sustainable leadership to Advancement staff.
  - Provide effective, innovative, and sustainable leadership to all development activities (donor acquisition and retention, church relations, conference relations, major campaigns, constituency communication, alumni network, etc), and prepare appropriate reports for Board and Advancement Committee.
  - Create and operationalize the Development Strategic Plan and lead staff through personal strategic plans.
  - Responsible for all aspects of donor management through DonorPerfect (currency, accuracy, completeness, security), and ensure compliance with CRA policies and guidelines.

- Marketing and Promotion
  - Create, manage, and effectively utilize print and digital communication and promotional items and resources.
  - Manage and coordinate effective marketing, branding, and communication through social media and MB Seminary websites.
- Communication
  - Work with Faculty, Staff, Board, and others to collect/create relevant MB Seminary stories and information and create communication tools that serve the seminary's constituency and enrich their perception of MB Seminary.
  - Coordinate communications with partners (e.g. ACTS/TWU, CMU, Tyndale, Horizon, Multiply) and national and provincial MB conferences.
  - Ensure communication materials are created and approved at the appropriate level and are in keeping with MB Seminary values, policies, and strategies.
- On occasion, and as appropriate, other duties may be assigned in keeping with the overall mission of MB Seminary, and the needs of Administration, Faculty, Staff, Board and Students.

### **Key Relationships**

- Member of the MB Seminary Lead Team, Development Team, and Advancement Committee.
- Reports to the President.
- Supported by two Development Officers.

### **Desired Qualifications, Experience, and Personal Attributes**

- Excellent relational, networking, and collaborative skills and abilities.
- Effective leadership skills, and evidence of effective entrepreneurial and innovative thinking.
- Personal and vibrant Christian faith, healthy and active participation in an MB church (or willingness to become part of an MB church), and support of the Canadian Mennonite Brethren Confession of Faith.
- Commitment to MB Seminary's mission, vision, values, and strategic goals, and annual agreement to the MB Seminary Community Covenant.
- Commitment to personal and professional integrity, positive reputation in the community, and a pleasant personality with a positive and friendly attitude amid a busy and complex atmosphere.
- 3-5 years of experience in fundraising and communications or related experience in marketing, sales, public relations, and other promotional activity.
- 1-3 years of experience in a senior management role, preferably as Director of Advancement, or in a related field.
- Previous seminary or post-secondary education preferred.

*MB Seminary educates and equips men and women to help lead the church  
in reaching Canada and beyond with the Good News of Jesus Christ.*

- Commitment to ethical fundraising standards (e.g. AFP standard), and an awareness of best practices in fundraising and communications and the proven ability to translate principles into effective fundraising activities.
- Strong organizational and time management skills, able to work independently and interdependently. Proven ability to meet deadlines.
- Strong computer and communication skills.
- Approachable, humble, patient, open to criticism, good sense of humour.
- Willing to travel throughout Canada and work flexible hours when necessary.

### **Supports and Benefits**

- Laptop computer, office, and all necessary admin supplies are provided.
- Remuneration and vacation allowance based on experience.
- Enrolment in the CCMBC benefits package.

### **Physical Requirements and Work Environment**

- Regular, predictable, and on-time attendance is an essential job function. Ability to work outside normal business hours when necessary is also essential. While performing the duties of this job, the employee is regularly required to sit and talk or listen. The employee is frequently required to use hands to touch, handle, or feel objects. The employee is occasionally required to stand; walk and reach with hands and arms. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision and ability to adjust focus. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.