



POSITION TITLE: ENGAGEMENT MANAGER

Full-time, Salary, 40 hrs. a week

Background check before hire

Reports to: CEO

Subordinates: Community Engagement Specialist, Marketing & Fundraising Specialist, Development Volunteers

BRIDGEHAVEN OVERVIEW

Bridgehaven's mission is to *empower choices for life through Christ-centered education and support*. This mission is pursued by offering abortion alternatives through the following free and confidential services:

- Pregnancy tests & Ultrasounds
- Client advocacy & options discussion
- Limited STI Testing
- Take Heart Program: Pregnancy Loss & Miscarriage Care
- Earn While You Learn program for parents, including:
 - Weekly life skills classes
 - Material assistance (food, clothing, household items, diapers, wipes, and formula)
- Relational and sexual health education for middle, high school, and college students
- Abortion recovery mentoring, classes, and Take Courage Retreats.

GENERAL STATEMENT OF DUTIES

The Engagement Manager is responsible for fostering a connected and engaged network of Bridgehaven supporters and promoting services and programs throughout the community. This role involves designing and executing strategies to enhance donor engagement, as well as managing and refining existing development plans to strengthen Bridgehaven's overall fundraising capacity and sustainability. In collaboration with the Engagement Team and other staff, the Engagement Manager will lead, direct, assess, and develop communication and development strategies that reflect the heart of Bridgehaven's mission and brand.

EXAMPLES OF ESSENTIAL WORK

Planning & Directing

- Participate in creating and executing an annual fundraising plan that meets the budgetary needs of the organization and continually connects with Bridgehaven's various supporter community.
- Leverage the skills of the Engagement Committee, the Board of Directors, and other leaders to design, implement, coordinate, and evaluate efforts in the following areas of fund development: annual giving, major gifts, planned giving, endowment, special events, grants, and other ongoing activities.
- Compile, organize, and assess data about the annual fundraising plan; promptly report monthly and yearly progress and effectiveness of engagement efforts to the CEO, Engagement Committee, and board of directors; identify problems in meeting objectives and recommend solutions.

- Creatively engage individuals, businesses, churches, and the broader community with the mission and vision of the ministry.
- Lead the development of the grant strategy, collaborating with department directors to identify ministry needs and available grants to apply for.
- Write or identify other team members to assist in writing grants.

Cultivating Support

- Craft compelling and inspiring content through written communication and manage messages with the help of the Engagement Team.
- Conduct prospect research and identification activities for the ministry, devising and implementing specific strategies to develop relationships with individual donors, community churches, and businesses. Cultivate these relationships to expand the ministry's donor base.
- Create annual giving campaigns that encompass all Bridgehaven's revenue streams: Major Gifts (individual and corporate sponsors); Mid-level: moving smaller gifts to larger ones (churches, grants, and monthly givers); and Broad-based support: Direct Mail, Online Giving, and fundraising campaigns through social media.
- Develop and maintain productive relationships with current and potential donors, including regular personal contact and scheduling face-to-face meetings consistently.
- Coordinate meetings with major donors, pastors, business leaders, and other potential partners to involve the appropriate staff and board members.
- Accept assignments not explicitly outlined above as requested by the Executive Director and Board of Directors.

Community Engagement

- Represent Bridgehaven in public settings or media engagements to enhance the ministry's development efforts.
- Establish and maintain relationships with volunteers and community partners, including businesses and churches, which play a critical role in the overall mission.
- Develop and maintain strong working relationships with key contacts within the community, including businesses, civic groups, churches, and philanthropic organizations. Identify potential connections and fundraising opportunities within these groups and recommend a course of action for entering these markets.
- Oversee the Engagement Team, establishing goals and executing plans for internal and external communications, public relations, special events, and marketing initiatives, including internal and external publications, printed materials, and online presence.

Administration & Management

- Develop, coach, evaluate, and train staff to create a team atmosphere that fosters unity.
- Delegate record-keeping of statistical information.
- Create and implement processes to ensure the donor database is current and accurate, enabling it to be utilized to its fullest potential in cultivating relationships with individuals, organizations, churches, groups, and foundations that support Bridgehaven's mission.
- Participate in fundraising and other events as a member of the Bridgehaven team.
- Prepare appropriate departmental reports for the board of directors.

REQUIRED KNOWLEDGE & ABILITIES

- Excellent communication skills, including verbal, written, and public speaking, with clarity and tact, especially on controversial topics.
- Excellent interpersonal skills.
- Ability to provide spiritual leadership, discipleship, and support to volunteers and staff.
- Ability to carry out responsibilities with little or no supervision.
- Detail-oriented and can manage projects from inception through execution.
- Excellent computer literacy in Microsoft Office and database management.
- Demonstrated skills and knowledge in Marketing, Communications, and Public Relations.
- Strong creative, strategic, analytical, organizational, and personal sales skills.
- Ability to prioritize and delegate tasks to ensure productivity and completion of objectives.

ACCEPTABLE EXPERIENCE & TRAINING

- Work experience in communications, public relations, management, marketing, or a related field, or related work experience is preferred.
- Previous experience with non-profit development, fundraising, and donor relations.
- Management experience is a plus, solid skills in conflict resolution, crucial conversation, and problem-solving.

REQUIRED SPECIAL QUALIFICATIONS

- Agree with and be willing to uphold the Commitment of Care and Competence, Statement of Faith, and the policies of Bridgehaven.
- Be a committed Christian with a solid commitment to a life-affirming position and the biblical standard of sexual integrity.