

# Deputy Director, Membership Giving

Management  
Washington, DC, US

Today  
Requisition ID: 1147

## Salary Range:

\$95,500.00 To \$100,500.00 Annually

**DEPARTMENT:** Development and Membership

**REPORTS TO:** Vice President of Development

**LOCATION:** Washington, DC

Bread for the World is a Christian advocacy organization urging U.S. decision makers to do all they can to pursue a world without hunger. Our mission is to educate and equip people to advocate for policies and programs that can help end hunger in the U.S. and around the world.

**PRIMARY OBJECTIVE:** To drive revenue and development activities for Bread for the World and Bread for the World Institute through oversight of the \$5M direct response program, including direct mail, digital fundraising, and membership services..

## PRIMARY RESPONSIBILITIES/ACTIVITIES:

1. Oversees all aspects of the 50+ project direct response and membership fundraising program including direct mail, telemarketing, membership acquisition and retention, Bread's store, email and web fundraising, SMS fundraising, and peer-to-peer fundraising. This includes strategy development, art and copy production, editorial review, formal approval, implementation, and analysis.
2. Plays a critical role in digital strategy and e-CRM management, by supervising key staff persons and vendors, and serving on the Digital Strategy Team (DST).
3. Coordinates activities with other departments, with particular attention to activities involving Communications, Finance, and Information Systems.
4. Selects, evaluates, negotiates contracts, and oversees relationships with contractors, agencies, and service vendors providing services related to membership, gift processing, and fundraising, including the ongoing relationships with the direct response fundraising agency, call center, and fulfillment vendor.
5. Administers the department's use of Raiser's Edge, Engaging Networks, payment gateways, and other fundraising technology platforms, ensuring effective integration, data integrity, and optimization of systems.
6. Works with the VP for Development to develop, monitor, track, and analyze the Development and Membership budgets for Bread for the World and Bread for the World Institute, including developing projections subject to executive review.
7. Has authority to approve program expenses, subject to established controls and procedures. Drafts contractual proposals for executive review.
8. Assists in the development and implementation of departmental annual and three-year work plans, individual work plans, and special activities such as the capital campaign.
9. Partners with Major Gifts, Midlevel, and Planned Giving teams to ensure an integrated fundraising program with consistent messaging and donor engagement throughout the giving pipeline.
10. Partners with the Vice President to shape and execute the department's strategic vision and goals.

## SECONDARY RESPONSIBILITIES/ACTIVITIES:

1. Monitors current trends and topics in direct marketing/e-philanthropy and fundraising.
2. Participates in organization-wide task forces as appropriate or assigned.
3. Coordinates the orientation and support of volunteers.

**SUPERVISION EXERCISED:** Supervises and evaluates Senior Manager, Digital Fundraising, Monthly Giving Manager, and Membership Project Manager.

**SKILLS/KNOWLEDGE REQUIRED:**

- Bachelor's degree with minimum of ten years of successful development experience with direct mail, marketing, fundraising, and capital campaigns exercising both project and staff supervisory experience.
- Ability to develop, monitor and analyze budgets, including assisting with year-end projections of revenues and expenses.
- Ability to manage multiple tasks and meet deadlines in a complex work environment.
- Ability to work independently as performance and outcomes are typically subject to broad organizational review 40% and up to 60% are subject to executive review.
- Ability to lead teams, build strategic relationships internally and externally which require a broad and deep technical knowledge and a deep understanding of professional principles and standards, a high degree of creativity and foresight and judgment and broad management skills. Ability to effectively wield influence.
- Ability to develop collaborative relationships internally and externally which require a high degree of diplomacy and judgment to address and resolve substantive conflicts or escalate concerns to senior management.
- Excellent writing, proofreading, editing and verbal communication skills, including ability to identify and engage target audiences and communicate complex ideas or issues tailored to the audience, using appropriate formats and media.
- Strong analytical skills and attention to detail, including ability to conduct research and in-depth analysis of complex factors and to make data-driven recommendations and decisions.
- Demonstrated ability to maintain a professional demeanor including dependability, flexibility, willingness to learn, and problem-solving skills.
- Strong computer skills, including proficiency in MS Office Suite, database software and Internet research; experience with constituent database a plus; experience with e-communications
- Commitment to the mission and faith basis of Bread for the World and ability to communicate the case for supporting Bread.

**WORK ENVIRONMENT ISSUES:**

- Must be responsive to emails and phone calls off-site during evenings, weekends, and holidays to support time-sensitive matters.
- Bread is a hybrid organization.

**CULTURAL EXPRESSIONS:**

Bread is committed to advancing racial equity externally and internally, all staff members play a vital role. In the course of our work, each staff person should work to apply a racial equity lens to their work and practices; and participate in racial equity on-going training. Bread is also committed to being an equal opportunity employer.

**OUR VALUES:**

1. ***We value our faith.*** Our faith in Christ is the foundation for our hope, story, mission, and values, and compels us to love our neighbors near and far.
2. ***We value human flourishing.*** We believe that every human being, created in the image of God, has inherent dignity that affords an opportunity to be in right relationship with God, self, neighbor, and the environment, and to freely access enough nutritious food for good health.
3. ***We value justice.*** We seek to establish effective systems, structures, and policies that affirm equality and advance equity among all human beings and protect people who experience hunger and poverty from oppression.
4. ***We value courage and prophetic voice.*** In a spirit of wisdom and love, we will be bold in articulating and pursuing our vision of a world without hunger.

5. ***We value nonpartisanship.*** We believe that effective and sustainable public policies are made when, in good faith, we employ a civil and politically unbiased approach to develop and implement laws and programs to achieve our mission.
6. ***We value collaboration.*** We believe in working alongside and building community with diverse churches, institutions, and individuals, including people experiencing hunger, to achieve our mission.
7. ***We value impact.*** We strive for excellence in our work and hold ourselves and our nation's leaders accountable in the pursuit of public policies that render measurable results and meaningful change for those affected by hunger.

**DISCLAIMER:**

Background and reference checks will be conducted on all final candidates. The information in this job description indicates the general nature and level of work expected of employees in this classification. It is not designed to contain, nor to be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications, and objectives required of employees assigned to this job.