

## **Vice President - Public Witness**

### **Salary. Full-Time**

#### **Job Description:**

The Vice President will oversee Public Witness which include 40 days for Life and Sidewalk Advocates for Life-ABQ to effectively reach out to abortion-vulnerable people and redirect abortion-facility bound clients to life-affirming organizations, particularly Women's Pregnancy Options. VP will work with the President (and other related positions) to develop and implement strategies to ending abortion in Albuquerque as well as redirecting and supporting abortion-vulnerable and abortion-minded clients to life-affirming organizations through volunteer recruitment and placement, hiring employees, and gaining and maintaining community support using a variety of communications and events.

#### **Job Components (Including but not limited to):**

##### **Employees/Volunteers**

- Oversee the hiring/firing of employees and recruiting volunteers to fulfill ministry requirements and goals as it relates to PDL's vision and mission.
- Hold employees/volunteers accountable to their roles and responsibilities. Employees must receive evaluations at least once a year of being hired.
- Uphold team morale and spiritual health and development.
- Host at least one training per year to equip new recruits.
- Community and Donor Communications via email, phone calls, letters, and events.

##### **Marketing**

- Develop and implement an Annual Marketing and Promotional Plan with the President related to position roles and responsibilities to fulfill mission and vision.
- Develop, review, maintain, order and distribute outreach brochures and other materials
- Oversight of all promotional activities including advertising (work with President)
- Client promotional materials (work with Director of Client Services-DCS) and donor marketing.

##### **Fundraising**

- Develop and implement a budget/fundraising plan and calendar for programs related to position roles and responsibilities with President and Development Director
- Implement long and short-term strategies for fundraising
- Participate with the President in strategic planning and budgeting
- Analyze funding and giving trends

##### **Events**

- Host at least one training per year to equip new recruits.
- Recruit and cultivate church support, speak to churches and community groups.
- Coordinate with the Director of Client Services (if needed) in the selection of client stories and topics for donor and fundraising appeals.
- Promotion of PDL to the community and other entities

##### **Interoffice/Admin**

- Provide a quarterly progress report to the President and Board of Directors

- Maintain a respectful and professional relationship with all co-workers and volunteers
- Assist the other administrative staff with mutual projects
- General clerical duties
- Attend weekly staff meeting
- Have a working knowledge of the data and reporting software program for tracking donors, funding sources, clients, employees, and volunteers. Employ the use of a donor information system to ensure that donors records and history are accurate and can be used to facilitate fundraising growth.
- Obtain feedback to assess donor/supporter perceptions of activities and communications

#### **Qualifications:**

- Must be a committed Christian, demonstrating a mature relationship as Jesus Christ as Lord and Savior
- Must have a strong commitment to the Sanctity of Human Life and Pro-Life issues
- Must be in full agreement and be willing to uphold PDL's statement of faith, principles, and policies
- Minimum high school diploma, Bachelor's or Master's in related field preferred.
- Must complete client advocate training (Heartbeat International)
- Ability to multi task and manage multiple projects
- Strong interpersonal skills
- Excellent public speaking skills
- Must be able to work flexible hours which may include evenings and weekends for events
- Management/supervisory skills
- Self-motivated, dependable, and stable
- Ability to work without supervision
- Strong organizational skills to conduct and supervise large fundraising events
- Excellent time-management (both personally and professionally)
- Competency with Microsoft Office Suite (Word, Excel, Publisher, etc.)
- Strong writing skills (both creative and technical)
- Familiarity with budgeting
- Experience in non-profit sector preferred
- Bilingual is a bonus!