



MISSION

WACO | WORLD

Job Description	
MWMW Position Title (type in CAPS): ASSOCIATE EXECUTIVE DIRECTOR OF ADVANCEMENT	
Staff Group:	<div><input checked="" type="checkbox"/> Executive Staff <input type="checkbox"/> Program Director <input type="checkbox"/> Retail Manager</div> <div><input type="checkbox"/> Program Coordinator <input type="checkbox"/> Program Staff <input type="checkbox"/> Retail Staff</div> <div><input type="checkbox"/> Operations/General Staff <input type="checkbox"/> Administrative Staff <input type="checkbox"/> _____</div>
Immediate Supervisor: Executive Director	
Tasks also assigned by: N/A	
Immediate Subordinates: Marketing & Events Director; Communications Director; Grants Manager; volunteers; work-study students	
Status: <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non-exempt	Position Originally Created: 2022
	Date Last Revised: June 2025
Hours Per week: Full-time (minimum 40 hrs/wk)	
General Summary: Responsible for providing strategic oversight, leadership, marketing, and management of a comprehensive financial development and fund-raising effort in support of MWMW's priorities, initiatives, and programs. Must be comfortable with major gift solicitation.	
Critical Functions and Responsibilities	
1. Design and execute strategies to achieve short and long-term sustainable philanthropy and engagement goals with individuals and private foundations through building relationships, giving campaigns, corporate giving strategies, and grant applications.	
2. Advise and collaborate with the Executive Director on major donor relations, corporate partnerships, and philanthropic initiatives. Partner with the ED to cultivate and steward high-impact donor relationships, ensuring strategic alignment with major campaigns and funding priorities.	
3. Help oversee the Creekside Community Village Capital Campaign, starting with Phase 1. Support the Campaign Chairperson(s), while also helping train additional Committee members when needed. Help further campaign strategy including by meeting financial goals and metrics. Help the Campaign Committee raise the remaining \$4mm to complete Phase 1.	
4. Create and implement an annual giving campaign with the goal of raising \$200,000 in new funds within the first 12 months.	
5. Design and implement personalized cultivation strategies for prospective major donors, including individual meetings, events, and targeted communications.	
6. Create and implement personalized stewardship plans for major donors, ensuring appropriate recognition and ongoing engagement. Create and maintain new donor onboarding process to retain donor engagement.	
7. Provide regular reports, (e.g. monthly Board report), on major gift activity, including prospect tracking, solicitation progress, and fundraising results. Leverage MWMW's CRM system for donor tracking, data analysis, and reporting. Utilize data insights to refine fundraising strategies and improve donor retention rates. Analyze donor trends and identify new funding opportunities.	

The functions and responsibilities contained in this Position Description are not all inclusive.

Other duties and requirements may be assigned at any time.

8. Work with the Board of Director Fund-Raising Committee and oversee the Director of Events and Marketing in their efforts to execute fund-raising events, including but not limited to: Banquet, Style Show, Golf Tournament, and Champions Breakfast.
9. Oversee the grant writing program, ensuring timely submission of high-quality proposals and reports. Collaborate with the Grants Manager to develop a strategy around grant seeking, including identifying funding priorities and aligning grant proposals with MWMW's overall mission and goals.
10. Continue to build out a Development Team that cultivates new donor relationships while increasing annual contribution and monthly giving commitments. Must have the ability to manage and track multiple prospects and donors simultaneously.
11. Regularly assess and refine fundraising performance metrics, ensuring data-driven strategies drive measurable impact.
12. Work closely with the Executive Director and Finance Director to align fundraising growth with financial forecasting, program expansion, and organizational priorities.
13. Oversee printed monthly donor letters, printed quarterly newsletters, monthly E-News, and all social media content creation. Work with MWMW staff to increase storytelling that engages donors at a program level.

Additional Functions and Responsibilities	
1. Help create and supervise Advancement budget.	
2. Attend monthly Staff and Program Director's meetings, and other occasional all-staff meetings (retreats, etc.).	
3. Become familiar with and help implement GiANT leadership and communication development platform.	
4. Represent and speak on behalf of the organization at community-related events and gatherings.	
5. Be available to address organizational needs and help shape the future of MWMW on the Executive Team.	
6. Prepare public statements on behalf of the organization as needed (i.e., crises, sensitive matters), in consultation with Executive Team.	
Requirements/Preferences	
Minimum skills and knowledge required: <ol style="list-style-type: none"> Highly collaborative style; experience developing and implementing strategic initiatives. Excellent writing/editing and verbal communication skills. 	Skills and knowledge preferred: <ol style="list-style-type: none"> Ability to create and execute fund-raising events. Exceptional ability to share the mission of MWMW, while inviting donors to give to help support MWMW's efforts.
Minimum previous experience required: <ol style="list-style-type: none"> 5-8 years working in a development office or fundraising environment, including developing a portfolio of prospects and soliciting five to six-figure gifts. Must also have a proven progression in responsibility in fundraising as well as increase in funds raised. 	Previous experience preferred: 10+ years in relevant role
Minimum education required: Bachelor's degree	Education preferred: Master's degree

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Minimum communication skills required: <ol style="list-style-type: none"> 1. Must have excellent interpersonal skills – able to communicate appropriately and compassionately. 2. Represent Mission Waco’s values with donors, potential donors, and outside entities. 3. Must be able to represent Mission Waco in public speaking roles including at churches, at events, and in front of news media. 	Communication skills preferred: Bilingual - Spanish
Behavioral, emotional, mental requirements: <ol style="list-style-type: none"> 1. Must be a wise and mature Christ-follower. 2. Must be a self-starter. 3. High energy, maturity, and leadership with the ability to serve as a unifying force. 4. Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters. 5. Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives. 	
Other requirements: <ul style="list-style-type: none"> • Able to keep flexible hours. • Some light lifting (25lbs). • Ability to serve in a fast-paced, high-pressure environment. 	

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