

JMM - VP of Development



Job Code
M3O797

Pay Structure
MM3

Job Grade
25

Ministry/Team
JMM

Reports To
JMM Chief Executive Officer

FLSA Status
Exempt

EEO-1 Category
Mid-level Officials & Managers

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Job Description Title
Vice President of Development

Who We Are

Cru is a caring community passionate about connecting people to Jesus Christ

Summary of Position Description

The individual performing this role is required to approach the position with Cru in a manner that seeks, individually and with others, the guidance of the Holy Spirit through prayer. The individual is expected to approach the job in a way that reflects the teachings of the Lord and demonstrates dignity and respect for those with whom the individual works.

The Vice President of Development plays a pivotal role in advancing the mission of Cru and Josh McDowell Ministry by leading a dynamic Development Team to cultivate and grow a sustainable base of financial partners. This role drives the strategy and execution of all fundraising efforts—including general file, mid-level, major donor, and legacy giving programs—to ensure the ministry has the necessary resources to expand its impact. Through visionary leadership, strategic relationship-building, and data-driven fundraising, this position fuels the ministry's future by securing the funding needed to sustain and grow its mission.

Essential Duties and Responsibilities

As an employee with Cru

- Actively and intentionally grow in his or her Christian faith
- Exhibit Christian character through attitude and conduct with others in the workplace and in daily life as outlined in the 'Standards and Expectations' section of the employee handbook.
- Express a dependence on the Holy Spirit in the performance of his or her duties
- Consistently attend, participate and share in team and ministry devotional times and in other activities specified by his or her leadership.

For this role:

- Develop and lead the execution of a comprehensive annual fundraising plan, including revenue and expense projections across all giving segments.

- Evaluate and optimize all fundraising initiatives (general giving, mid-level, major donors, monthly partners, peer-to-peer, events, etc.), ensuring strong ROI and alignment with JMM's mission and brand.
- Drive growth through donor acquisition, retention, and elevation strategies, utilizing data-driven approaches to develop sustainable revenue.
- Establish and oversee planned giving and legacy giving programs to secure long-term financial support.
- Accompany the CEO and/or development team members on major donor visits and key fundraising meetings.
- Build and strengthen relationships with major donors, casting vision for JMM and stewarding donor engagement.
- Oversee donor recognition strategies, ensuring meaningful stewardship at all levels of giving.
- Partner with the marketing and content team to align fundraising messaging and donor engagement strategies.
- Work closely with content and mission expansion teams to develop compelling donor materials and campaigns.
- Recruit, develop, and lead the Development Team, providing coaching, supervision, and professional growth opportunities.
- Ensure all staff have clear job descriptions, personal development plans, and regular performance reviews.
- Lead team meetings focused on spiritual encouragement, strategic planning, and collaboration.
- Establish and manage the development budget, ensuring cost-effectiveness and maximizing net revenue.
- Oversee data-driven fundraising operations, ensuring the effective use of CRM systems and donor analytics.
- Identify and manage contracts with external agencies, vendors, and consultants supporting fundraising initiatives.

Supervisory Responsibilities

Directly supervise the JMM Development Team in accordance with ministry policies and applicable laws, including interviewing, hiring and training; planning, assigning, and directing work; appraising performance; rewarding and disciplining; addressing complaints and resolving problems.

Other Duties

- Perform related duties or special projects as assigned.
- Participate in training new JMM staff members.
- Assist with local JMM functions.
- Serve as a JMM ambassador to national directors, major donors, and other ministry leaders.

- Participate in ongoing education.
- Personal development - engage in the Staff Development process including creating and implementing a Personal Development Plan (PDP) targeting areas of growth.
- Demonstrate and model personal spiritual discipline and assist in development of an environment on the team where individual team members grow in their own Christian walks.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential function:

Christian Faith

- The individual serving in this role must:
 - Exhibit a growing relationship with Jesus Christ and a willingness and ability to share how this relationship began
 - Sign the Statement of Faith without reservation
 - Exhibit a history of being connected to a body of believers who encourage his or her spiritual growth
 - Be willing to conduct his or her life in a way that is consistent with Cru's standards and expectations, understanding that his or her conduct in the workplace and in the community can reflect on the ministry of Cru.

Knowledge of:

- Biblical fund development fundamentals.
- Cru operations, policies and objectives.
- Marketing agency internal processes and procedures.
- JMM mission and vision.
- Interpersonal skills (e.g., tact, patience, and courtesy).
- Management and supervisory techniques.
- Non-profit fund development strategies.
- Strategic planning, coordination, and execution.
- Evangelical Council for Financial Accountability (ECFA) standards for ethical fundraising.

- Outstanding written and verbal communication skills to represent ministry projects with donors, consult with other Cru ministries, and represent Cru in public audiences.
- Strong analytical skills.
- Best practices and industry standard marketing and development processes/procedures.

Ability to:

- Abide by all Cru development policies.
- Cast vision and motivate others to accomplish JMM mission objectives.
- Relate well to people from diverse backgrounds and skill sets.
- Ensure donor confidentiality and solve donor relational issues.
- Write with excellence by using correct English grammar, spelling, punctuation, and vocabulary.
- Communicate verbally in an effective and professional manner with donors, Cru leaders, and the public.
- Be organized and efficient in managing time, projects, people, and priorities.
- Understand office practices, procedures, equipment, and software.
- Manage tight deadlines.
- Be creative.
- Demonstrate effective and resourceful problem-solving skills.
- Utilize Cru donor data systems.
- Travel domestically and internationally, as needed.
- Multi-task and manage details of complicated and concurrent development/marketing processes and projects.
- Develop strategic partnerships with other organizations and ministries
- Effectively work cross-culturally.
- Work as a leader and team member in support of JMM projects and other activities.
- Work independently.
- Motivate, train, supervise, provide work direction, and evaluate personnel.

Certifications, Licenses and Registrations

Education Requirements

Min/Preferred	Education Level	Description
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Preferred

4 Year / Bachelors
Degree

in business, management. or marketing (or
equivalent)

Years Of Experience

**Minimum Years of
Experience**

**Maximum Years of
Experience**

Comments

5

in fund development at a non-profit organization or
marketing agency that serves non-profits, with
significant project management responsibility. Cru
experience preferred; experience with major donor
development; in supervisory and leadership roles

Work Experience

The work environment characteristics described below are representative of those an employee encounters while performing the essential functions of this job. The physical demands described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work Environment

Physical Demands

Demand

Frequency

Sit; use hands to finger, handle, or feel; reach with hands and
arms; talk and hear

Frequent

Lift and/or move up to 20 pounds

Occasional

Color and close vision

Constant

Drive an automobile (manual transmission) and travel nationally and internationally as needed.

Occasional

Employee Acknowledgement

Staff Signature:

Date: