Sightline - Director of Development

Job Code
M3O988

Pay Structure
MM3

Job Grade
25

Ministry/Team
Sightline

Reports To
Sightline-CEO

FLSA Status
Exempt

EEO-1 Category
Mid-level Officials & Managers

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Job Description Title
Director of Development - FDRL3 (Fund Development Director)

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 Director of Development helps fulfill the mission of Cru and Sightline by leading the Development Team in cultivating long-term financial partners who provide funding for the ministry. This includes oversight of general, mid-level, monthly, and major donor efforts, as well as managing development projects, campaigns, systems, and team rhythms necessary to support Sightline's funding needs.

In this role, the Director collaborates closely with the CEO and other ministry leaders to translate organizational priorities into clear donor opportunities and effective fundraising initiatives. This role

requires a strong team and department leader who can build trust with donors, manage people and projects, use data to improve results, and help create a healthy, disciplined, and collaborative fundraising culture.

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:

- Serve as a member of the Executive Leadership Team (ELT), contributing a development perspective to ministry-wide conversations and helping ensure fundraising efforts align with Sightline's strategic priorities.
- Develop an annual fund development strategy and action plan to raise the needed funds for Sightline. Cultivate strong, collaborative relationships with the Content and Mission Expansion departments to thoroughly understand funding needs, translate programmatic milestones into compelling donor opportunities, and ensure that fundraising narratives accurately represent organizational strategy.
- Regularly evaluate each element of the execution plan, including general file management, mid-level giving, major donors, monthly partners and processes. Ensure that all development efforts are effective and align with Sightline's mission and brand.
- Oversee the establishment and management of fund development-focused programs, including an effective annual giving program, a monthly givers program, a peer-to-peer program, donor events, and other effective fund development initiatives.
- Build fruitful relationships with donors and personally steward a focused portfolio of key donor relationships, ensuring alignment between donor passions and Sightline's mission-critical priorities.
- Prepare for and participate in major donor calls and trips with the CEO as needed, including helping shape donor strategies, creating briefing materials, and outlining follow-up actions and next steps.
- Enhance the growth of the Sightline donor base through effective donor acquisition efforts, utilizing all appropriate channels, and ensure that donors are being lifted in their giving through the programs.
- Establish and manage budgets to maximize net income for the ministry.
- Identify and negotiate agreements and contracts with external agencies, graphic designers, writers, data managers, and others with the expertise required to execute Sightline's fundraising plans.
- Provide leadership of the Development Team, including:
    - Recruiting, equipping, and supervising staff.
    - Ensuring all staff have accurate job descriptions, personal development plans, and required performance reviews.
    - Leading team meetings to address spiritual needs, facilitate growth, coordinate efforts, and provide professional development.

- Meeting regularly with team members to review individual plans, progress, and effectiveness.

Supervisory Responsibilities

Directly supervise the Sightline 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

- 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.
- Personal development - engage in the Staff Development process including creating and implementing a Personal Development Plan (PDP) targeting areas of growth.
- Perform related duties or special projects as assigned
- Participate in training new Sightline staff members.
- Serve as a Sightline ambassador to national directors, ministry partners, and vendors
- Attend the Ministry's bi-monthly staff meetings, weekly team meetings, weekly prayer times, biennial retreat and Cru semi-annual days of prayer

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:

- Microsoft Excel, Word & PowerPoint- Intermediate
- Asana -- Intermediate
- G-Mail -- Advanced
- Google Apps (Drive, Documents, Sheets, Slides, Forms, etc) – Intermediate
- iDevices: iPhone, iPad and related applications
- Standard office practices, procedures, and equipment
- ECFA Guidelines for Ethical Christian Fundraising
- Biblical fund development fundamentals
- Research techniques
- Interpersonal skills (e.g., tact, patience, and courtesy)

- Strategic planning, coordination, and execution
- Financial management, including budget preparation and control
- Strong analytical skills and data interpretation methods.

Ability to:

- Communicate with clarity, warmth, and integrity in written, verbal, and in-person settings, helping translate ministry vision into compelling donor-centered narratives.
- Build trust-based relationships and cross-functional alignment across the ELT, Content, and Mission Expansion spaces using tact, patience, courtesy and sound judgement.
- Understand the big picture while using data, feedback, and practical problem-solving to strengthen fundraising plans and improve results.
- Manage multiple priorities, projects, deadlines, donor relationships, budgets, and team needs with strong organization and follow through.
- Supervise, motivate, and evaluate development staff while fostering a culture of spiritual and professional growth.
- Work independently while staying aligned with the CEO, organizational priorities, and agreed-upon development plans.
- Abide by all Cru development policies, maintain strict donor confidentiality, and effectively utilize Cru donor data systems (e.g., Salesforce, Siebel) to manage partner information.

Certifications, Licenses and Registrations

Education Requirements

Min/Preferred	Education Level	Description
Minimum	4 Year / Bachelors Degree	business, communications or fundraising (or equivalent experience)

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 project management responsibility.
3		Supervisory experience and Cru experience preferred or an equivalent combination of education and experience.

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
Use hands to finger, handle, or feel; talk and hear.	Constant
Walk and sit.	Frequent
Stand and reach with hands and arms.	Occasional
Llift and/or move up to 20 pounds.	Occasional
Drive an automobile (manual transmission) and travel nationally and internationally as needed.	Occasional
Close vision.	Frequent

Employee Acknowledgement
Staff Signature:
Date: