

Cho-Yeh Camp & Conference Center, Inc.



Job Title: VP of Advancement

Department: Executive

Reports To: President & CEO

Status: Full Time, Salaried, Exempt

Prepared Date: 1/16/2025

Summary:

The VP of Advancement will serve in a hands-on position responsible for building relationships with Camp Cho-Yeh's constituents and sharing the ministry and mission of Camp Cho-Yeh. This role is responsible for leading a creative and robust team of camp professionals in marketing and development to ensure that the mission of Camp Cho-Yeh is told in a clear and compelling way to move donors, staff, campers, and guests to engage with the mission. As a key member of the Executive Leadership Team, the VP of Advancement will play an integral role in shaping the strategic plan for impacting more lives more deeply through camp. This role provides an individual with an entrepreneurial spirit and marketing and development expertise the opportunity to creatively tell the story of Camp Cho-Yeh and its impact in a high-growth, mission-driven nonprofit organization that is adopting the highest standards in every category of camping operations. Camp Cho-Yeh has a culture that is deeply committed to excellence and team collaboration as we seek to be a place where Jesus Christ transforms lives through meaningful relationships and outdoor adventures.

Essential Job Functions:

1. Marketing Strategy and Philosophy

- a. Take primary responsibility for managing the marketing philosophy of Camp Cho-Yeh and ensuring it aligns with the culture and brand of Camp Cho-Yeh.
- b. Ensure the marketing team delivers effective campaigns to generate leads, increase mission awareness, and drive growth.
- c. Manage marketing budgets, allocating resources effectively and optimising marketing spends to achieve maximum ROI.
- d. Work with the marketing director to design marketing strategies and align them with the strategic direction of the organization, segmenting audiences and key constituencies, highlighting the audience journey, and integrating audiences with the mission of Camp Cho-Yeh in any stage of their customer journey.
- e. Prepare and analyze enrollment trends, youth culture, and parent demographics to provide strategic leadership in preparing marketing strategies for each audience.
- f. Work closely with the VP of Programs to design and implement marketing strategies that communicate the value of what our programs have to offer.
- g. Work closely with the VP of Retreats to design and implement marketing strategies that communicate how Camp Cho-Yeh can partner with their organization through retreats.
- h. Provide leadership and oversight of the retail manager in the retail operations of our sites, including branding, trends, budget oversight, merchandising, and staffing.

2. Donor Relationship Development

- a. Identify, cultivate, and develop relationships with existing and potential donors, such as guests, former campers, staff members, and board members, with a mindset of stewardship, Biblical generosity, and allowing others to buy into the ministry of Camp Cho-Yeh.
- b. Prepare fundraising reports and budgets, including annual newsletters, board reports, and financial reporting.

- c. Create and sustain a robust alumni database for ongoing communication and buy in to the mission of Camp Cho-Yeh.
- d. Manage and track donor records, contact information, and history.
- e. Manage development budgets, allocate resources effectively, and keep apprised of current giving and fundraising trends.

3. Team Development

- a. Lead and mentor a team of marketing and advancement professionals, providing guidance, feedback and support to drive excellence in marketing execution, retail operations, and donor development.
- b. Cultivate a healthy team culture consistent with the Core Values of the organization.
- c. Establish annual goals, objectives, and operational plans for the advancement team in collaboration with the Executive Leadership Team and marketing and advancement staff.

4. Strategic Leadership

- a. Work with the Executive Leadership Team to develop and execute strategies to run a sustainable and profitable business model for retreat ministry and summer camp programming.
- b. As part of the Executive Leadership Team, provide insights, perspectives, and recommendations on strategic growth plans and advancing the mission of Camp Cho-Yeh.
- c. Apply innovative thinking and performance measurements to analyze and support strategic decision-making.

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 the essential functions.

- 7 years of marketing and advancement experience in a leadership role
- Proven track record of achieving short-term and long-term success implementing short-term and long-term plans.
- Experience working with all levels of staff, with demonstrated ability to establish trust and relationships and leading through others.
- Highly proficient in communication and taking complex topics and breaking them down into understandable pieces for a variety of audiences.
- Excellent professionalism and ability to present a variety of topics to various audiences, such as board members, high potential donors, and staff.
- First-class leadership skills, in particular the ability to translate complex objectives into clear, simple actions
- A strong track record of delivering results through high performance teams coupled with a willingness to commit to a ministry and salary commensurate with a nonprofit.
- Experience working with all levels of staff, with demonstrated ability to establish trust and relationships with others.
- Excellent project management and communications skills with the ability to work across all functions and levels of an organization.
- Proven track record of success participating actively in progressive organizational change and development within a rapidly growing ministry.
- Strategic thinker who thrives in a fast paced environment and knows how to make wise decisions on the fly; creative problem-solver.
- Highly accountable and results-driven with the ability to set and use goals that guide action and objectively measure performance.
- Strong passion for Camp Cho-Yeh's mission coupled with the ability to identify/integrate into its culture.

- Strong spiritual life and visible devotion to Christ.
- Demonstrated ability to cultivate healthy relationships, to maintain strong family ties, and to offer gracious hospitality to a wide demographic that includes people of diverse ethnicity, religious affiliation, age, and lifestyles.
- Ability to work/reside in the Camp Cho-Yeh's vicinity year round and occasionally travel for training or networking.

SUPERVISORY RESPONSIBILITIES

Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

EDUCATION and/or EXPERIENCE

Bachelor's degree or *equivalent* from four-year college or technical school; and five to seven years related experience and/or training; or equivalent combination of education and experience.

LANGUAGE SKILLS

Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of the organization.

MATHEMATICAL SKILLS

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

REASONING ABILITY

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

TIME MANAGEMENT ABILITY

Ability to effectively manage their own time and have great attention to detail. Ability to show initiative and function as a self-starter.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is regularly required to sit; use fingers and hands to handle or feel; reach with hands and arms; and talk or hear. The employee is occasionally required to stand and walk. The employee must occasionally lift and/or move up to 60 pounds. Specific vision abilities required by this job include close vision, and distance vision. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

WORK ENVIRONMENT

Ability to work within a shared and open office space. Limited availability to work remotely. At times expected to work outdoors on small projects in varying weather conditions.