EXECUTIVE SEARCH OPPORTUNITY PROFILE

For the position:
Director of Development & Marketing

December 2019
SUMMARY

We are excited to announce the search for the next Director of Development & Marketing for Baptist Children’s Home & Family Services (BCHFS), a multi-faceted family crisis center consisting of four affiliate ministries that work together to protect, heal, and restore struggling children and families. BCHFS has a significant footprint in Southern Illinois but serves families, mothers, and children from the entire state of Illinois. The Baptist Children’s Home (BCH) residential care and administrative office are in Carmi, Illinois “a small town where you can make a difference.”

The successful candidate for this unique leadership position will have the opportunity to leave his/her mark and grow the fundraising and marketing capacity of BCHFS as it looks towards the future. The new Director of Development and Marketing will lead a small, highly committed team of professionals that are eager to grow in their profession and provide increasing value to BCHFS.

This strategic position will be an integral part of BCHFS’s skilled and passionate leadership team made up of an executive director, director of operations, director of clinical services, and a financial manager. This critical leadership position is currently open. Current leadership team members and direct reports are dedicated to the success of the new Director of Development and Marketing and committed to a smooth and quick on-boarding process.

This position is an exceptional opportunity for a development and marketing professional seeking to create a culture of philanthropy, influence and shape a sustainable fundraising program, work directly with high capacity donors, shape the brand and marketing messaging, supervise staff, and have a voice regarding direct ministry impact.

Ideally, the position is based out of the Carmi, Illinois site or the Angel Cove’s site in Mt. Vernon, Illinois with regular commutes to the administrative office in Carmi. If one longs to return to the simplicity of small-town living, affordable housing, safe neighborhoods, and academically recognized schools, this is an ideal opportunity. In the end, it’s the people that are the heartbeat of the city. Residents take care of each other, literally giving the shirt off their back. At the same time, innovation and big ideas turn into reality and drive the economy. For convenience and big city amenities, St. Louis, Evansville, Nashville, and Indianapolis are all within driving distance.
ABOUT BCHFS

Baptist Children’s Home began in 1918 in response to a need in Illinois to care for dependent children who were orphaned as a result of WWI and the great influenza epidemic that struck Illinois.

Illinois Southern Baptists had the dream of building an orphanage, and it was the hard work of three men who helped make this dream a reality. The pastor of Carmi First Baptist Church, D.F. Marlin, and two of his deacons—Eben Renshaw and John W. Hall led the charge to raise the money needed to build the orphanage.

Through the years, the Children’s Home’s ministry has evolved in response to the needs of children and families. No longer a need to care for orphans, the mission changed to focus on dependent, neglected and/or abused children. In 1995, the name changed to Baptist Children’s Home & Family Services to better reflect the family-focused programs and services.

BCHFS affirms Biblical truth through the historical association with the Illinois Baptist State Association and the Southern Baptist Convention. The agency is unapologetically Christian and solidly Baptist. All employees must be an active member of a Southern Baptist church. Their final authority in faith and practice is the Bible. BCHFS affirms the Baptist Faith and Message 2000 (http://www.sbc.net/bfm2000/default.asp). An ideal candidate is currently a member of the Southern Baptist tradition or willing to do so in the future.

BCHFS’s three affiliate ministries exist solely to heal, protect, and restore children, adults, and families who are referred by Illinois Baptist churches.
Today, BCHFS is a multi-faceted family crisis center consisting of four affiliate ministries that work together to protect, heal, and restore struggling children and families. Whether it is helping teens in trouble, young women with unplanned pregnancies, or Christian counseling services – BCHFS has been helping those who need it most reach their full potential.

**Baptist Children’s Home (BCH) Residential Care – Carmi, IL**

BCH Residential Care is a Christian juvenile group home for troubled teens. Residents live under the care and guidance of Christian house parents and receive individual, group and family counseling. Our goal is to restore the family and return the child to the community, better equipped to deal with life.

**Angels’ Cove – Mt. Vernon, IL**

**Residential Maternity Care** – Angel’s Cove is a residential maternity home for women facing an unplanned or unwanted pregnancy. The Angels’ Cove staff provides young moms with the best in prenatal care, counseling, parenting classes, and life skills training.

**Faith Adoption Ministry – Mt. Vernon, IL**

**Adoption and Foster Care** – Angels’ Cove also offers licensed and Hague Accredited adoption and Foster Care services. Believing every life is precious, they strive to provide women with loving alternatives to abortion.

**Pathways Counseling Services – Chatham, Swansea, and Carmi, IL**

Pathways Counseling has been providing counseling services to individuals, couples, children, and families since 1999 in 12 Illinois communities. Professionally licensed therapists work to help clients overcome their challenges and achieve personal goals. Each

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**Denny Hydrick** has served as the Executive Director of BCHFS since January 2017. Prior to leading BCHFS, Denny has led three other children’s homes in Mississippi and Florida.

Additionally, Denny has previously served in various ministry positions, the behavioral health industry, and higher education.

Denny received a Master of Arts in Marriage and Family Counseling and a Master of Arts in Religious Education from Southwestern Baptist Theological Seminary. Denny holds a bachelor’s in business administration in accounting from Mississippi College.

Denny and his wife Susanne have four children and are members of Carmi First Baptist Church.
counseling session is designed to meet client’s individual needs considering differing life experiences, struggles and patterns.

THE OPPORTUNITY

Position Title: Director of Development & Marketing

Position Summary:
Direct oversight for the fundraising, communications and marketing programs ensuring the long-term sustainability of BCHFS and its mission to children, youth and families. This includes the creation and execution of an annual development and marketing plan, fiscal oversight, donor relations, direct mail, brand awareness, social media, corporate communications, board liaison, and staff management.

Position Level:
Serves on the senior management team and reports to the Executive Director.

Position Provisions:
This position will be provided a vehicle for business use, an agency credit card for business and travel expenses, an agency cellular smartphone, and a computer.

Responsibilities:
1. To serve as a member of the senior management team, coordinating goals, plans, events, and schedules with other management team members and the Executive Director of Baptist Children's Home & Family Services.

2. To develop, execute, and monitor annual goals, strategies, and annual development budget in keeping with the agency’s strategic plan, objectives, and financial resources.

3. To be personally active in the identification, cultivation and solicitation of donors and prospects, as well as lead the Executive Director, agency staff and volunteers to fulfill their roles in fundraising and marketing.

4. To maintain an accurate and up-to-date database of donors and prospects, including recording, receipting, acknowledging, and reporting gifts and pledges received.

5. To plan, carry out, and monitor all the fundraising activities of the agency, including mail appeals, memorial and honor giving, annual Mother’s Day and church appeals, capital campaigns, planned-giving, foundation and corporate giving, and others as needed.
6. To plan, carry out and monitor all marketing activities of the agency, including publications, special events, public speaking and other public relations opportunities.

7. To work closely with appropriate program staff to identify, recruit and train volunteers.

8. To recruit, train and supervise all development team staff, including professional development and annual performance evaluations.

9. To regularly engage in personal, spiritual, and professional growth.

10. Oversee planning and implementation of all agency sponsored fundraising events.

11. To perform other duties or special assignments as requested by the Executive Director.

**Position Qualifications**

1. A minimum of a bachelor’s degree is required. A degree in marketing and development or a related field is preferred.

2. Three to five years of documented experience in fundraising and development of donors.

3. In consideration of BCHFS as a denominational ministry, five or more years of experience in preaching and leading a local congregation as pastor will be considered as meeting the position minimum qualifications.

4. Be an active member of a location congregation that is associated with the Illinois Baptist State Association and the Southern Baptist Convention.

5. Experience with Microsoft Office products, Adobe InDesign and related software.

**Required Skills:**

1. Possess the ability to perceive and articulate the overall vision; possess the “steady” and detail-oriented skills to ensure that plans are well executed.

2. Have a demonstrated track record of financial and personal integrity that is beyond reproach.

3. Be affable and friendly, yet able to be thoughtful and deliberative.

4. Possess superlative communication skills, including in writing, interpersonal relationships, and public speaking.

5. Must possess mathematical reasoning ability necessary for facility with fund accounting, planned-giving, budget planning and oversight, and database query and administration.

6. Be familiar with information systems, especially donor management system, desktop publishing,
graphic design, email marketing, videography, and contemporary uses of technology in development, communication, and marketing.

7. Have a working knowledge of the phases and interconnected strategies employed in the “Development” process to include: prospect acquisition, appeal driven, major gifts, and planned giving.

8. Be able to demonstrate the appropriate interconnectedness between communications strategy and development activities.

9. See fundraising as a ministry, a calling and an opportunity to minister to those who provide for and invest in the mission of BCHFS.

THE SEARCH AND SELECTION PROCESS

DB&A Executive Search & Recruitment has been retained by BCHFS to conduct this search for their Director of Development & Marketing candidates will be identified through several sources; DB&A consultants will review and evaluate all interested parties in the process of determining a final group for consideration. The search will be coordinated by members of BCHFS’s senior leadership team who will be involved in all aspects of the process, including interviewing finalists and participating in the decision-making process.

The search will be conducted in a professional, consistent manner with a commitment to all potential candidates being afforded the same considerations by the search firm and the Client. BCHFS is an equal opportunity employer and strictly adheres to a policy of nondiscrimination without regard to race, color, sex, handicap, or national origin. All reasonable efforts will be made to protect the confidentiality of candidates.

Additional information may be obtained by visiting http://www.DBA-Search.com

For further information on this search, please contact:

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