Outreach Lead

Supervision: Reports to the Vice President of Communications

Primary Goal: To advance Christ’s call to fulfill the Great Commission by encouraging and supporting the fulfillment of the mission of ECFA.

Duties and Responsibilities:

1. Serve the mission of ECFA and vision of ECFA’s Board and President/CEO
2. Model humble, hardworking, and healthy servant leadership to the ECFA team, our members, and the broader community
3. Lead recruitment of prospective applicants for accreditation processing by the Member Accountability Team
   a. Develop and execute an effective member recruitment strategy and process to promote ECFA’s growth.
   b. Cultivate relationships with partners, association leaders, and key stakeholders to promote membership and other service opportunities for ECFA.
   c. Write clear and compelling marketing copy for prospective members.
   d. Supervise the Outreach & Communications specialist in the area of recruitment.
   e. Manage the Murdock Trust grant program (2022-24) related to membership recruitment.
   f. Oversee ECFA’s participation in annual conference and speaking events with input from the Member Accountability Team
   g. Work closely with the Vice President and communications team to provide input and coordination of creative communication to prospective members.
4. Represent ECFA in other outreach capacities as needed
5. Collaborate with both teams on content and resource creation
6. Other duties as assigned
Qualifications:
— Understanding of, passion for, and identity within the evangelical community
— A lifestyle of character and integrity consistent with Christian principles
— Alignment with the ECFA team’s core values of Humble, Hardworking, and Healthy
— High proficiency in computer-based work environment, including proficiency in Outlook, Excel, Word, PowerPoint, as well as keyboard speed and general computer use
— Knowledge and willing to learn about software as appropriate
— Ability to maintain confidential records
— Professional in tone and effective through all forms of communication
— Excellent interpersonal skills
— Excellent organizational skills and attention to detail
— Excellent time management skills with a proven ability to meet deadlines
— Exemplary personal and professional integrity with a sense of high motivation
— Strong analytical and problem-solving skills
— At least 7 years’ experience in communication and outreach or related experience
— Bachelor’s degree required – business and/or communication

FLSA Status: Exempt – Professional

This position requires working weekly in ECFA’s Winchester, VA, headquarters, except as needed for ECFA travel or other business.

For 2023, regular workdays in the office include Mondays, Tuesdays, and Wednesdays—with Thursdays and Fridays generally being offered as flex days to work remotely.