



## People with Disabilities Thriving in Their Communities

**Vice President of Advancement,  
Marketing, and Communications**

A Guide for Prospective Applicants



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[www.elimcs.org](http://www.elimcs.org)

*Without Elim in our lives and Jacob's,  
we could not have done it.*

*The support of a Christ-centered school is amazing for  
any parent, whether their child has a disability or not.*

*They gave Jacob the extra care he needed,  
and I know this gave my husband comfort  
in knowing that Jacob was going to be okay.*

*God brought so many godly people into our lives  
to share this journey of raising Jacob  
—people who we never would have otherwise known.*

*I am so grateful that God put Elim in our path."*

This is just one of many stories you will hear from the families served by Elim.

Since 1948 Elim has been providing specialized services from a foundation of faith for people with disabilities. Today Elim not only serves over 230 students in a comprehensive schooling program and over 200 participants in an adult day program.

Because of the needs of participants, Elim's services are highly specialized and include provisions for education, training, therapy, supports and community engagement. Each participant's experience at Elim is driven by carefully developed service plans that take their needs and aspirations into consideration. This is why the Vice President of Advancement, Marketing, and Communications is so critical to our mission achievement.

Elim is committed to the following core values:

- **We are Christ-centered** and because of that we work hard to integrate the love and hope of Christ into the services we provide. As a result, those we serve, their families and also our staff are shaped by the love and hope that emanate from the intersection of disability and faith.

- **We all have value and purpose** and because of that Elim's services are intentional and focused. Our highly specialized services provide a platform for those we serve not only to be valued, but to discover and embrace their purpose in life.

- **We are a learning and sharing community** and because of that what we learn we apply and share with others. For our staff, the profound need they are called to meet is best met in community where everyone learns from everyone else. Sharing what we learn with others is a way of multiplying its impact.

The Vice President of AMC has the responsibility of advancing Elim's mission across fundraising, marketing, and communications. In this role, the Vice President has the God-given honor of stewarding Elim's message with approximately over 4,000 donors, 430 families, 380 staff: not to mention new donors, employees, and enrollees.

## The Opportunity: Vice President of Advancement, Marketing, and Communications

The Vice President of Advancement, Marketing, and Communications delivers best practices in nonprofit philanthropy, cultivates relationships with new funders, and is the primary steward responsible for nurturing relationships with existing funders. Additionally, the vice president is responsible for the growth of sustainable contributed revenue, and the marketing, and communication to support that revenue stream.

As a vital member of the executive leadership team, the vice president collaborates in establishing annual and long-term organizational goals, enjoys representing the organization externally in the community, and advocates for a thriving organizational culture. The Vice President of Advancement, Marketing, and Communications guides the strategic fundraising efforts for revenue streams including individual, foundation,

government, corporate philanthropy, and special events.

This responsibility is not carried out in isolation, but as part of a team. The vice president reports to Elim's President and in conjunction with the President works alongside the Vice President of Program and the Vice President of Finance and Operations. The advancement team consists of four administrative and two relationship personnel. The vice president will have opportunity to further shape the team upon taking the position. The vice president manages a \$900,000 budget in order to directly participate in, facilitate, and support the achievement of key mission goals at Elim, including stewarding donors, acquiring and retaining staff, and enrolling new students and adult participants.



# Primary Leadership Responsibilities

## Administrative Leadership:

1. Collaborates as a key member of the Executive Leadership Team and Leadership Team in providing ideas and best practices for decisions affecting Elim's annual and long-term operating vision, including mission priorities, capital needs, and human and financial resources.
2. Collaborates with Elim's Executive Leadership and Leadership Team to ensure the effective delivery of Elim's communication and marketing programs for both internal and external audiences.
3. Develops a dynamic and open partnership with the President that ensures strategic, pro-active administration of fundraising, marketing, and communication programs.
4. Ensures compliance with philanthropic regulations and laws, establishes and maintains organizational standards for receiving donations, and upholds philanthropic ethical principles and standards of conduct for fundraising professionals.
5. Ensures best practices in data management and ongoing maintenance of donor and gift management systems.
6. Attends and participates in Board of Directors meetings as a non-voting member. Serves as staff lead for the Board of Directors – Advancement, Marketing and Communications Committee and collaborates with the committee on long-term and short-term strategy and focus.
7. Serves as a voting and participating member of the Elim Christian Services Foundation Board.

## Staff Leadership:

1. Serves as chief architect and ambassador for all fundraising initiatives and sets Elim's contributed revenue fundraising goals (including major gift, major donor acquisition, direct mail, special events, communications and marketing, and planned giving efforts) and ensures they are met or exceeded.
2. Leads the Advancement Team and participates in identifying qualifying, cultivating, and soliciting major giving donors and prospects.

3. Advances and inspires renewed commitments for current donor relationships. In collaboration with the Advancement Team, outlines and activates the framework and mechanisms for donor engagement and implementation of Elim's sustainable funding program. Manages and leads the following direct reports: Director of Advancement, Communications and Marketing.
4. Supports Advancement Team by ensuring they have the tools, mentoring, professional development, and resources to meet their goals.
5. Leads the implementation of organization-wide goals assigned to the Advancement, Marketing, and Communications Team to secure necessary resources, monitor performance and adjust strategies to achieve organizational resource, marketing, and communications goals. Maintains a major gift caseload and creates an annual plan for relationship cultivation and major gift solicitation.

## Strategic Leadership:

1. Provides vision and leadership around Elim's fundraising, marketing, and communications initiatives.
2. Develops a strategic and operational plan for annual growth, to be reviewed with the President and the Board of Trustees – Advancement, Marketing, and Communications Committee. Supports strategy and execution for major gift solicitations undertaken by the organization.
3. Establishes performance measurements related to contributed revenue and goals and reports progress using data analysis and key performance indicators.
4. Other duties as assigned by President

## The Qualified Leader:

The scope and complexity of Elim's programs require the Vice President of Advancement, Marketing, and Communications to be a qualified, strong and dynamic professional with proven leadership and a demonstrable Christian faith. The following competencies and qualifications provide more details about what Elim is looking for as they consider candidates for the Vice President of Advancement, Marketing, and Communications position:

- 5-8 years of successful revenue-generating experience, with a broad and deep knowledge of philanthropy and a track record of securing major gifts.
- 3-5 years of employee management and a thoughtful instinct towards mentorship, delegation and goal-oriented team accountability.
- Bachelor's degree required. Masters preferred.
- The ability to represent Elim through strong interpersonal and communication skills including observing/listening and writing/speaking.
- Proficient at using data and metrics to achieve strategic objectives and make decisions.
- The ability to prioritize, manage multiple projects, and navigate various communication styles simultaneously.
- Ability to communicate mission and vision in a personal and compelling manner.
- Ability to articulate Elim's mission as part of God's Kingdom work.
- Commitment to people with disabilities and people who support them.
- Proficient with Microsoft Office Suite including Outlook, Word, Excel, and PowerPoint.
- Professes faith in Jesus Christ as Lord and Savior and exhibits a sincere Christian walk as evidenced by an active involvement in a Christian church.
- Demonstrates the ability to effectively communicate Elim's vision, mission, and core values within the context of a Reformed Christian worldview.

For more information on the final two qualifications, please turn to the next page.

This full-time position offers a competitive salary and benefits.

This search is being managed by:  
Dr. Bill Lodewyk,  
President, Elim Christian Services  
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Ability to effectively communicate Elim's mission and vision as a part of God's Kingdom work.

- Elim's mission and vision are extensions of God's kingdom work.
- God's kingdom work is God at work (using us) restoring what is now a sin-filled Creation.
- As a part of God's kingdom, we at Elim are called to shine the restoring love and hope of Jesus.

Sincere Christian walk:

- Entails regular and visible evidence of the fruit of the Spirit - love, joy, peace, patience, kindness, goodness, faithfulness, gentleness, and self-control. Galatians 5:22

Reformed Christian worldview:

- Worldview is the lens through which someone views all of reality.
- A Reformed worldview is using a Reformed lens through which to view all of reality.
- A Reformed lens holds that Creator God is sovereign and actively at work restoring what is now a sin-filled Creation. In the grace offered to us through Jesus, and empowered by the Holy Spirit, we are invited to join God in restoring creation. Regardless of our ability, the opportunity to shine the light of Jesus love and hope into places of brokenness is what makes our life significant. God's image, borne in our lives, and His gracious work, made complete in our weakness, speaks to our immeasurable worth and is realized through our capacity for righteousness and holiness.

