



VICE PRESIDENT, INTEGRATED FUNDRAISING AND BRAND MARKETING

ABOUT INTERNATIONAL FELLOWSHIP OF CHRISTIANS AND JEWS

International Fellowship of Christians and Jews (The Fellowship or IFCJ) was founded in 1983 by Rabbi Yechiel Eckstein to promote understanding between Jews and Christians and build broad support for Israel and other shared concerns. His vision was that Jews and Christians would reverse their 2,000-year history of discord and replace it with a relationship marked by dialogue, respect and cooperation.

The Fellowship's success has far exceeded expectations. Over the years, IFCJ has been the leader in Jewish-Christian relations, building bridges of goodwill that have led to greater understanding and cooperation between members of these two great faiths. They have also helped hundreds of thousands of Jews escape poverty and anti-Semitism and return to their biblical homeland, funded humanitarian assistance that has touched the lives of millions of Jews in Israel and around the world, provided life-giving aid to Israel's victims of war and terror, and much more. Today, The Fellowship helps over 1.5 million people annually and focuses on aliyah, the immigration of Jews from the diaspora to the Land of Israel, ensuring security and alleviating poverty.

Key Facts

- \$127 million annual revenue
 - 100 U.S. staff
 - 68 Israel staff
 - 5 Canada staff

Mission

The International Fellowship of Christian and Jews is the leading non-profit building bridges between Christians and Jews, blessing Israel and the Jewish people around the world with humanitarian care and life-saving aid.

Visit



Visit IFCJ:
www.ifcj.org

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Notable events for The Fellowship include:

1983 – Rabbi Yechiel Eckstein founds the Holyland Fellowship of Christians and Jews.

1990 – The Fellowship launches the On Wings of Eagles program to bring Soviet Jews to Israel following the collapse of the USSR.

1997 — The Fellowship’s Isaiah 58 program is created to provide food, clothing, medical help and other lifesaving aid for orphans and elderly Jews in the former Soviet Union.

2002 — The Fellowship initiates Stand for Israel to mobilize U.S. churches, Christian leadership, and individuals to express their solidarity with the Jewish state through prayer and advocacy. The first International Day of Prayer and Solidarity with Israel mobilizes millions of Christians to pray for Israel.

2011 — The Fellowship is named one of the "Top 50 Best Nonprofits to Work For" by The Non-Profit Times.

2019 – Rabbi Yechiel Eckstein passes away doing the work that he loved and was called to do. With his passing, his daughter, Yael Eckstein, who has been with The Fellowship since 2005, assumes the Presidency with the same passion for the mission as her father.

As an organization, The Fellowship is committed to teamwork and communication, and considers its employees and supporters its most valuable resource. The staff strives to continually make The Fellowship a nonprofit leader and increase the organization’s effectiveness in the lives of people who benefit from its programs. Headquartered in Chicago, the U.S. office of IFCJ is led by Robin Van Etten, Global Chief Operating Officer, who joined The Fellowship in 2017.

THE VICE PRESIDENT, INTEGRATED FUNDRAISING AND BRAND MARKETING

The Vice President, Integrated Fundraising and Brand Marketing is responsible for The Fellowship’s current marketing and direct response fundraising. They also utilize their expertise to develop and implement fundraising strategies that will lead to great efficacy in reaching and retaining donors, many of whom support the mission of IFCJ through sacrificial giving. Additionally, this person oversees IFCJ’s brand strategy, creative production and organizational content strategy. The Vice President plays a key role in developing, planning and executing long term organizational strategic planning. These efforts will be achieved in collaboration with the President, CEO, Board, other Vice Presidents and other key stakeholders to ensure consistency and seamless integration of messaging.



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The Fellowship has four locations, Chicago, Toronto, Seoul, and Jerusalem. The Jerusalem office focuses primarily on programs, service delivery, and ministry. All other offices focus on fundraising and program support along with bridge building efforts between Christians and Jews.

The Vice President will be based in the Chicago office and report to the Global COO. They will have management responsibility for a team of 40, including three direct reports, the Senior Director of Direct Mail, Integrated Fundraising and Donor Retention, the Senior Director of Digital Integrated Fundraising and Marketing, and the Senior Director of Brand Marketing. This person will be responsible for an \$80 million budget and serve as a member of the U.S. senior leadership team.

MAJOR OBJECTIVES

The Vice President, Integrated Fundraising and Brand Marketing will achieve these core objectives within the first 12 to 18 months:

- Develop brand marketing and content organizational strategy with U.S. and Israel office with clear objectives and measurable outcomes.
- Ensure the successful execution of the direct response fundraising strategy across all channels and that all KPIs are on target.
- Ensure the successful development of a high performing team across the fundraising and marketing units.
- Ensure that the organizational strategic plan objectives are met and on track.

RESPONSIBILITIES

The primary areas of responsibility for the Vice President are as follows:

- Strategic, successful management of IFCJ's integrated fundraising strategy and operations, including mail, digital, television/radio, and telemarketing teams.
- Lead a large team, ensuring that team members are highly engaged, empowered, and performing at a high level.
- Ensure that best practices and quality standards are being employed on all fundraising activities. Consistently monitor outcomes and measure performance of campaigns and drive improvements. Regularly report to leadership on donor program progress, trends and opportunities for new strategies.



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- Collaborate with the President, Global COO, senior leaders, suppliers and resource partners to develop and implement strategies that enhance stewardship, long-term donor relationships and establish direction and policies to meet those needs for the future. Lead and utilize data from the analytics team and determine market research required to move fundraising strategies forward.
- Lead the development of organizational content strategy and the development and execution of brand strategy. Oversee agency communications, marketing campaigns and public relations activities with the goal to improve The Fellowship's placement in the marketplace.
- Manage suppliers, resources and consultant relationships, including division budgets and expenditures.

QUALIFICATIONS

The Vice President will bring the following qualifications to the role:

- Bachelor's degree in Communications, Marketing, or Non-Profit Management. A Master's degree is preferred, and the CFRE (Certified FundRaising Executive) would be an advantage.
- Minimum of 15 years of proven, measurable success in multiple facets of direct response fundraising and donor acquisition, including successful strategy setting, budgeting, and implementation. Five years of senior management experience.
- Advanced knowledge of current and effective direct response marketing techniques and best practices, including emergency response fundraising.
- Solid commitment to the mission and vision of The Fellowship with the ability to serve as a compelling ambassador for the organization. Respectful of differing faith traditions. Very strong knowledge of the Evangelical Christian market along with an understanding of Jewish tenets.
- Ability to communicate confidently, collaboratively, and effectively with the leadership team, staff, donors, and suppliers; must have exceptional written, oral, and listening communication skills.
- Ability to identify measurable outcomes and utilize strong analytical skills to maximize ROI for each channel.
- Capacity to complete hands-on management of multiple projects with competing deadlines in a fast-moving and highly complex organization.
- Ability to be flexible and adaptable.



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- Commitment to staying abreast of non-profit market trends and to developing innovative strategies that align with IFCJ constituents.
- High attention to detail and fact-finding with the ability to solve problems and excel in a high-performance culture.
- Ability to travel occasionally domestically and internationally.
- Advanced skills with Microsoft Office applications and donor databases.

APPLICATION

International Fellowship of Christians and Jews has retained Campbell & Company to conduct this search on their behalf. The team for this project includes Marian DeBerry and Angèle Bubna. To be considered for this opportunity, please send a letter of interest and resume to:

Angèle Bubna

Associate Consultant, Executive Search
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(312) 896-8883

International Fellowship of Christians and Jews is an equal opportunity employer.

