



SALT & LIGHT CATHOLIC RADIO

DEVELOPMENT DIRECTOR POSITION JOB DESCRIPTION

Job Description: Development Director

To enhance the financial viability of Salt & Light Radio, so to enable it to fulfill its mission. To evangelize and teach, through multimedia communications, the Gospel of Jesus Christ, with the fullness of Truth of the Roman Catholic Church. We strive to be Salt & Light (Mt. 5, 13-16) to all – to promote and build up Christ’s body, the Church.

To consistently grow the financial base of support for Salt & Light Radio, through three main channels:

- A family of one-time/monthly donors to sustain basic operations
- A cadre of major donors to retire the debt and fund capital projects
- Grants to develop local programming
- To support the marketing and promotion activities of Salt & Light Radio.
- To witness for Christ and His Church, through this apostolate.

Compensation: Salaried, paid twice a month in equal installments. Pay level commensurate with experience and capability.

Goals/Expectations

- Revenue Growth (new money): Year 1 - Min. \$50K; Year 2 - \$100K; Year 3 - \$150K.
- Increased contributions from periodic donors (as measured in increases realized from Pledge Drive performance).
- Major Gifts (>\$5K)
- Grants Submitted / Awarded.

INCENTIVES: In any year of employment – If greater than \$100K in new contributions from direct efforts = \$10K year-end bonus; If \$150K or greater = \$15K year-end bonus; If \$200K or greater = \$20K year-end bonus; Anything over \$200K = 10%.

Keith H. Pettyjohn
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Cont. Job Description: Development Director (page 2)

Donor Base Growth (new donors): Year 1 – Min. 150; Year 2 – 300; Year 3 – 450.

As measured in terms of new “Envelope/Account #’s” created in PowerChurch.

Tactical Expectations:

The Development Director will:

- Represent Salt & Light Radio in a professional, respectful and charitable manner with all constituencies. (Dress is to be “event appropriate” – suit/tie for any new donor visit or formal presentation; business casual for all other events; Salt & Light Radio corporate logo attire when/where appropriate.)
- Ideally, conduct 40 face-to-face calls on donors per month.
- Ideally, conduct 4 organizational presentations (parishes, diocesan groups, civic groups, other lay apostolates) per month.
- Recruit and manage a group of volunteers to assist with donor calls, donor research, mailings and station visits.
- Work with Media Missionaries to the extend network of influence in each parish.
- Solicit and secure matching funds for each pledge-drive.
- Report to the Executive Team President, giving a bi-weekly summary of active calls/prospects/new clients.
- Participate in a performance review quarterly with the Executive Team President.
- Attend all Executive Team and Parish Advisory Committee meetings required.

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Cont. Job Description: Development Director (page 3)

The Ideal Candidate: will possess the following attributes

- Fearless
- Faithful to God and His Church
- Trust-worthy
- Self-Directed
- Have a demonstrated track-record of success (ideally 2 years minimum in development)
- Have an established network of key influencers in the Idaho Catholic community
- Feel called by God to serve
- Committed to the Mission of Salt & Light Radio
- Willing to dedicate 5-10 years to this position

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