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## **JOB DESCRIPTION**

### **DIRECTOR OF RESOURCE DEVELOPMENT AND COMMUNICATIONS**

**Position/Title:** Director of Resource Development and Communications  
**Supervisor:** CEO  
**Status:** Full-Time, Exempt  
**Salary Range:** \$100,000 - \$120,00 based on work history and experience

#### **About CrossOver Healthcare Ministry**

CrossOver Healthcare Ministry provides compassionate, high-quality healthcare to the uninsured and medically underserved in our local community through the operation of two medical clinics; one in the City of Richmond and one in Henrico County. CrossOver is a 501(c)(3) non-profit organization that offers comprehensive healthcare services to its patients. We do not receive direct federal funding, or have access to federally funded prescription drug programs. CrossOver relies on the generosity of our volunteers, donors and community partners to sustain our mission.

#### **Mission**

At CrossOver Healthcare Ministry, we believe that healthcare is foundational. When a person is not healthy, they may have difficulty maintaining employment, taking care of their family, and living a fulfilling life. Through our Richmond and Henrico clinics, we serve over 6,500 low-income, uninsured and Medicaid patients each year, providing primary care, sub-specialty care, dental, vision, mental health, HIV/AIDS care, OB/GYN, medications and medications management, and case management. We don't turn away patients based on inability to pay and rely on volunteers and philanthropic support to provide services. For nearly 40 years, CrossOver has worked to create a healthy, vibrant community where every person is restored by the compassionate, healing love of God.

#### **All are Welcome**

CrossOver follows Christ's example that we are to love our neighbors as ourselves. We do this at our clinics by offering comprehensive, quality healthcare to community members who are uninsured and medically underserved. All we say and do demonstrates our fervent belief that our patients, volunteers and employees are valued

and deserving of respect. We serve as a safe and inclusive provider of healthcare, respecting people of any or no religious tradition.

Our employees and volunteers, while varying in beliefs, find common ground in our mission statement to provide care and support to our neighbors as well as the beliefs and principles outlined in this ministry statement. It is through the care we provide, and the way in which we provide it, that CrossOver honors God in a way that defines our past, influences the present, and sustains our future.

### **Essential Function of Position**

The Director of Resource Development and Communications plays a pivotal role in advancing the mission and goals of CrossOver Healthcare Ministry through strategic planning, execution, and management of fundraising efforts. Working collaboratively with the CEO and the Board of Directors, this individual will oversee all aspects of fundraising, donor relations, and community engagement initiatives to ensure sustainable financial support and organizational growth. This position offers the exceptional opportunity to manage a major capital campaign, working closely with staff leadership, a campaign committee, and fundraising consultants, to expand CrossOver's critical community impact. A successful candidate will be expected to spend significant time meeting, communicating, and building relationships with key individuals and organizations.

### **Scope of Responsibilities**

#### ***Strategic Planning***

- Develop and implement comprehensive, multi-year fundraising strategies aligned with the organization's mission, vision, and objectives.
- Identify new fundraising opportunities, partnerships, and initiatives to expand donor base and revenue streams.
- Collaborate with executive leadership to set fundraising goals and benchmarks, and regularly evaluate progress towards targets.

#### ***Fundraising and Donor Relations***

- Lead major-gift identification, cultivation, solicitation, and stewardship efforts; managing a portfolio of donors and prospects and building strong relationships with individuals, foundations, corporate partners, and faith-based partners.
- Plan, oversee and execute special events and initiatives to maximize donor engagement and contributions.
- Provide leadership to the current capital campaign and implement a planned giving program.

- Building on an already successful development program which generated approximately \$3 million in fiscal year 2024, implement effective donor recognition programs and engagement activities to foster long-term donor loyalty and support.

### ***Team Leadership and Management***

- Recruit, train, and manage a high-performing and growing development team, providing mentorship, guidance, and support to achieve fundraising goals.
- Foster a collaborative and results-oriented work environment, encouraging innovation, creativity, and excellence in fundraising strategies and practices.
- Supervise development staff and ensure effective coordination and communication among staff, volunteers, and other organizational departments as needed.
- Oversee a well-established grantsmanship program, assuring meaningful communication with funders.
- Develop and implement an integrated communications strategy that effectively communicates the CrossOver brand to funders, volunteers, patients, and other community partners, increasing public awareness of CrossOver.

### ***Financial Management and Reporting***

- Develop and oversee the annual revenue plan that is approved by the Board of Directors.
- In conjunction with the annual operating budget, plan, manage and ensure prudent allocation of resources and adherence to financial targets.
- Ensure accurate records of donor interactions, contributions, and fundraising activities are maintained in the donor database (data entry, gift acknowledgement, reporting).
- Develop donor reports to support development efforts and make recommendations for improvement.
- Support the Philanthropy standing committee of the Board of Directors with prepared reports on progress, financial analyses, and fundraising performance metrics.

## ***Community Engagement and Advocacy***

- Advocate for the organization at community events, conferences, and networking opportunities to raise awareness and cultivate new donors.
- Develop, oversee, and implement a strategic, long-term donor stewardship program, meeting donors and stakeholders on a continual basis to deepen relationships and develop compelling messaging and materials to effectively communicate the organization's impact and fundraising needs.
- Advocate for healthcare policies and initiatives that align with the organization's mission and contribute to its long-term sustainability and success.
- Facilitate collaborative partnerships with other healthcare organizations, funders, community organizations and government agencies and bodies.

## **Skills, Knowledge, and Abilities**

- Demonstrated fund development success;
- Demonstrated ability to build a strong team that can successfully implement projects and meet deadlines;
- Ability to work well independently and as part of a team; is highly organized and creative, self-motivated, able to address multiple priorities, manages well under pressure and meets deadlines;
- Strong people skills and the ability to effectively communicate with a wide range of individuals and constituencies in a diverse community;
- Strong verbal and written communication skills and the ability to present effectively to small and large groups;
- Ability to exercise good judgment, and an understanding of ethics related to fund development activities, and to use discretion in interactions with donors, prospects, volunteers, and others.

## **Work Schedule and Compensation**

- Full-time in-person position in Henrico, VA involving periodic before- and after-hour meetings and occasional weekend work.
- Compensation range \$100,000 to \$120,000 based on work history and experience.

- Benefits package includes option to participate in group health, dental, eye, short- and long-term disability, and Life insurance. In addition, generous paid time off, and 401K.

### **Minimum Qualifications**

- Bachelor's degree, preferably in nonprofit management, business administration, communications, or related field; superior writing skills, excellent research, planning, and conceptual skills, computer literacy (MSWord, Excel, database management, Internet research).
- Proven history of at least 5 years of successful fundraising experience, including major gifts, grant writing, and campaign management, preferably within the healthcare or nonprofit sector.
- Strong leadership and management skills, with the ability to inspire and motivate staff, volunteers, and donors towards achieving fundraising goals.
- Excellent interpersonal, communication, and relationship-building abilities, with the capacity to engage and steward diverse stakeholders effectively.
- Strategic thinker with the ability to develop and execute innovative fundraising strategies in a dynamic and evolving environment.
- Detail-oriented with strong analytical and fiscal management skills, capable of overseeing budgets, tracking metrics, and generating insightful reports.
- Commitment to the organization's mission and values, with a passion for improving healthcare access, equity, and outcomes for underserved communities.

**Interested applicants please send cover letter and resume to [jobs@crossoverministry.org](mailto:jobs@crossoverministry.org). Include subject header **Application for Director of Resource Development and Communications**. No phone calls.**

*CrossOver is an equal employment opportunity employer. All qualified applicants will receive consideration for employment without regard to race, religion, color, sex, sexual orientation, gender identity, national origin, age, disability or veteran status, or any other characteristic protected by law. CrossOver is committed to welcoming all. From our physical spaces, to our expressions of faith and awareness of difference, we work to provide healthcare that welcomes all.*

*[www.crossoverministry.org](http://www.crossoverministry.org)*