



6200 Burke Centre Parkway, Burke, VA 22015 □ 703.250.6100 □ www.burkeumc.org □ bumc@burkeumc.org
Welcoming all to learn, celebrate, and share Christ's life-changing love!

Position Title: Director of Outreach

Reports To: Senior Pastor

Directly Supervises: N/A

Status: 15 hours per week

FLSA: Non-Exempt

Effective Date: April 2024

Job Summary: The Director of Outreach oversees the outreach activities of the church (SHARE ministry area) in support of Burke UMC's commitment to engage in relational ministry with our world, national and local community.

Essential Functions:

Being that the mission of Burke United Methodist Church is to make disciples of Jesus Christ for the transformation of the world, this position will:

- Explore and establish partnerships in the community to strengthen discipleship
- Develop and communicate a vision for SHARE area at Burke alongside laity that focuses on strong spiritual foundations of outreach
- Identifies, trains, and sustains lay leadership for outreach efforts
- Develop organizational structure, manage, and administer the Share Ministry Area, including the financial and benevolent funds associated with the area
- Evaluate and work to meet needs of community members seeking financial or material assistance
- Evaluate and assess results of outreach efforts and determines future steps
- Participate on the Social Justice team
- Work with Communications Director to design and develop marketing materials and manage social media and other communications to the community

Other Responsibilities:

- Works with SHARE ministry leadership to establish yearly budget and directs disbursements from individual accounts
- Attends scheduled staff meetings and CAML (Core Area Ministry Leader) meetings

Minimum Qualifications:

- Candidates for this position must have made a personal commitment to Jesus Christ and must demonstrate the reality of that relationship through their life and testimony. The best candidate will demonstrate authentic faith and the ability to communicate and execute a contagious vision for communications.
- Experience organizing and managing volunteers
- Bachelor's degree
- Proficiency with Microsoft Office or equivalent and working knowledge of social media

Preferred Qualifications:

- United Methodist Background
- Social Work or Social Justice Work Background
- Multi-lingual

Physical Requirements: NA

Core Competencies:

Mission Ownership and Execution: Demonstrates understanding and full support of the mission, vision, values, and beliefs of the congregation and can effectively communicate these ideas to staff and laity. Effectively executes the mission and vision by anticipating organizational barriers, using working knowledge of channels of communication and organizational decision-making processes to overcome these barriers, and understanding and supporting teamwork by promoting group goals ahead of personal agenda and offering self as resource to other team members.

Helping Orientation: Exudes a natural sense of care for the well-being of others and attends to their needs in an appropriate manner, observing proper boundaries. Establishes good working relationships with all others who are relevant to the completion of work and works well with people at all levels of the congregation. Is willing to supply answers and resources to help others and communicates directly with relevant individuals.

People/Volunteer Management: Gains commitment, provides direction, and achieves results through the efficient, creative, and responsible deployment of volunteers and engages people in their area of giftedness and passion.

Influencing and Motivating Others: Creates an environment in which others want to participate and do their best by empowering them to share their input and be involved in decision making. Generates energy and passion. Encourages cooperation and uses verbal and nonverbal skills to communicate respect for others.

Self-Differentiation: Demonstrates strong and appropriate personal boundaries in relationships; has a healthy appreciation of self, without being egotistical; is emotionally mature; can maintain a non-anxious presence amid turmoil; not overly dependent upon outside affirmation; works to build a strong personal support system.

Vision and Purpose Management: Is future oriented and can visualize the larger organizational picture to establish a clear, achievable, and compelling vision and core purpose. Is optimistic and articulates possibilities. Identifies and prioritizes strategic objectives and creates mileposts to rally support behind the vision. Makes the vision sharable by everyone.

Leadership Development: Encourages others to discover and engage their gifts and skills in service to the larger community and is aware of the aspirations of others and supports the development of their skills and abilities. Thinks strategically about the need for a next generation of leaders and actively engages others more directly in the congregation's leadership life. Encourages people to accept challenging assignments.

Fundraising: Is willing and able to ask others to contribute financially and thinks innovatively about new sources for funding the ministry area or program. Coordinates and executes venues for fundraising in accordance with congregational policy. Coordinates fundraising efforts with the larger stewardship efforts of the congregation.