

# POSITION DESCRIPTION

	Date 5-2-2014	Revision Date(s)
Position Title Resource Development and Communications Director	Position Number	
Department Resource Development	Reporting To (Title and Position Number) National Director, Japan	
Cross Functional Department n/a	Cross Functional Reporting To (Title and Position Number) n/a	
Position Titles/Position Numbers Reporting to this Position		
Resource Development Manager - 1		Communications Manager - 1
Resource Development Officer(s) - 1+		
Other:		
<p>Detail Responsibilities/Duties (Please note that the responsibilities are not all inclusive, as changes to services are made and/or new responsibilities are identified they will be added as deemed appropriate)</p> <p>Reporting to the National Director, Habitat for Humanity Japan (HFHJ), the Resource Development and Communications Director is responsible leading HFHJ's resource development efforts including developing new funding streams, and raising awareness of HFH's mission in addressing housing as a key link in breaking the cycle of poverty.</p> <p><b>Resource Development</b></p> <p><b>1. Resource Development Program Leadership</b> Drive HFHJ Resource Development strategic and business planning, including identification, planning, and execution of new Resource Development channels, in furtherance of the HFH Japan strategic plan. New Resource Development channels may include individual fundraising/mass marketing (direct mail marketing, online/mobile, face-to-face, etc.), fundraising events, institutional (public/private), corporate, etc. streams.</p> <p>Identify and recruit strategic partners and vendors in support of HFHJ strategic and resource development plans.</p> <p>Responsibility for expanding revenue in support of domestic and international missions, as directed by the HFHJ Board of Directors.</p> <p>Coordinate with Habitat for Humanity National Organizations in the Asia-Pacific (AP) and Europe, Middle East and Africa (EMEA) regions, as well as Habitat for Humanity International (HFHI) regional and headquarters teams, to ensure alignment with regional and national program strategies; including identification and recruitment of resources necessary to achieve strategic goals.</p> <p><b>2. Resource Development Team Leadership</b> Lead teams responsible for individual, corporate, institutional, government fundraising.</p> <p>Identify and recruit for new positions to reach team strategic objectives</p> <p><b>3. Key Partner Development</b> Guide Resource Development team members in developing new prospects and partnership channels to expand the impact of HFHJ's government, institutional and corporate partnerships.</p> <p>Represent HFHJ to key partners, including joint partnership strategy/goal setting; as well as representing key partners and HFHJ to other HFH National Organizations and HFHI.</p> <p><b>Communications</b></p> <p><b>1. Communications Team Leadership</b> Oversee HFHJ Communications team in executing activities to raise awareness of poverty housing issues and Habitat for Humanity Japan's mission in Japan - including messaging, collaterals, media, events.</p> <p><b>2. Messaging &amp; Communications Channel Development</b> Support HFHJ Communications team in developing new channels for engaging Japanese public on poverty housing issues and HFHJ's mission, as well as messaging localization with a focus on Asia-Pacific housing issues.</p>		

### 3. Departmental Coordination

Coordinate across HFHJ and HFHI Asia-Pacific departments to ensure optimization of communications activities in support of HFH program and resource development priorities.

#### Skills Requirements (i.e. Language, Mathematical, Reasoning, Other)

Excellent written and oral communication skills.  
Excellent presentation and negotiation skills.  
Experience in leading organizational/departmental strategic planning processes.  
Experience in managing strategic partnerships, and vendors in support of reaching revenue targets.  
Proficiency in MS-Office suite required, familiarity with Adobe suite preferred.  
Oral and written fluency in Japanese required.  
Oral and written fluency in English preferred.  
Must be willing to communicate and affirm Christian identity and principles of HFH.

Interactions (with others to exchange information, opinions, and concerns to resolve problems. Description should include the level of problem solving (basic to complex), how much supervision is required to implement change and whether these actions require interpretation of established policies and procedures.)

HFHJ National Director  
HFHJ Program Manager  
HFHJ Finance & Administration Manager  
HFHJ Board of Directors members  
HFHI Director Resource Development, Asia Pacific  
HFHI Director Communications, Asia-Pacific  
HFHI Resource Development, Communications and Program Development staff, HQ  
HFHI Vice President, Asia Pacific  
HFHI Regional Program Managers

Organizational Level(s) Impacted (e.g.: AME Staff, National Directors, HFHI Staff, etc.)

National and Area results are directly impacted.

Budget/Financial Level/Stewardship and Financial Discretion

Budget responsibility for HFH Japan Resource Development team, and resource development targets set in coordination with HFHJ Board and HFHI Asia-Pacific.

Working Conditions

Tokyo-based, occasional international (regional) travel.

Planning and Leadership Impact

Policy Level Impact

Experience Required

10 years experience in product marketing, direct sales, or marketing program management in Japan. This experience must have included development of marketing campaigns.  
5 years experience in budget management and personnel supervision.  
5 years experience developing and implementing resource development / marketing strategies and projects.  
Experience in communications strategy development and execution preferred.

Education Required

Bachelor's Degree in related field required at the minimum.

Notes/Other

Must be willing to travel to Asia/Pacific countries.

### To Be Filled Out by Human Resources

Compensation Determination