Hope Media Group



HOPE MEDIA GROUP · NEW CANEY, TEXAS

Chief of Donor Engagement

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ABOUT HOPE MEDIA GROUP

Hope Media Group is a nonprofit Christian media organization headquartered in the Houston, Texas area. Founded in 1982 as the KSBJ Educational Foundation, the organization began with a single Christian radio station and over the following decades expanded into a multi-platform media ministry. In 2020, it officially became Hope Media Group to reflect its broader reach and growing family of brands.

In 2022, Hope Media Group merged with WAY Media, the parent organization of WayFM, joining two of the most respected Christian media ministries in the country and significantly expanding the national footprint. Today the organization employs more than 150 people and operates from a recently opened 50,000 square foot Ministry and Media Center in New Caney, Texas.

Its portfolio reaches a distinct audience at every point on the Christian media landscape: KSBJ 89.3, the largest single-market Christian radio station in the world; WayFM, a listener-supported network heard in 30 cities; Vida Unida, serving some of the nation's largest Spanish-speaking markets; Worship 24/7, dedicated specifically to worship music; five additional streaming stations; Hope Nation, the ministry's hub of digital content including videos, podcasts, and blogs; and the God Listens prayer app.

> *Mission: To engage people to love Jesus, serve others, and spread Hope. We do that through radio, digital media, events, podcasts, streaming platforms, and mobile apps.*

40+
YEARS OF MINISTRY

150+
TEAM MEMBERS

13
MEDIA BRANDS

Millions
REACHED EACH WEEK





VALUES AND MINISTRY FOCUS

Hope Media Group is a ministry first and a media company second. Its values are:

- **Sharing the Message of Jesus Christ**
  Connecting people to the hope, truth, and love found in the Gospel through every platform and touchpoint.
- **Encouraging Spiritual Growth**
  Providing content and experiences that help people deepen their faith and move closer to Jesus.
- **Serving Communities**
  Reaching beyond the broadcast through events, outreach, and local ministry engagement.
- **Uplifting Media Content**
  Creating content that is positive, encouraging, and reflects the character of Christ.
- **Stewardship and Accountability**
  Operating with financial transparency and integrity as a member of the Evangelical Council for Financial Accountability.

THE OPPORTUNITY

Hope Media Group believes its greatest season of ministry is still ahead.

For more than forty years, the organization has built one of the strongest platforms in Christian media. KSBJ has become the largest single-market Christian radio station in the world. WayFM reaches listeners across the country. Through radio, events, digital content, podcasts, streaming, and prayer, Hope Media Group has earned the trust of millions of people and thousands of faithful supporters.

Today, the ministry is in the midst of one of the most important transitions in its history. What began as a radio ministry is becoming a multimedia ministry designed to reach people wherever they are. Radio remains a meaningful part of that future, but Hope Media Group is also investing in digital products, Spanish-language outreach, mobile platforms, streaming, podcasts, live experiences, and new forms of discipleship that help people move closer to Jesus.

The Chief of Donor Engagement will help shape the generosity strategy behind that next chapter. Reporting directly to CEO Joe Paulo and serving on the executive leadership team, this leader will connect vision, innovation, and donor engagement in ways that position the ministry for long-term growth.



THE OPPORTUNITY

Several opportunities are coming together at the same time. Hope Media Group is preparing to launch a significant new digital platform that will create new pathways for donor engagement and recurring generosity, with the Chief of Donor Engagement serving as a key collaborative partner alongside the Digital and Technology teams in shaping how generosity is integrated into the experience. Vida Unida is expanding into many of the nation's largest Spanish-speaking markets, opening new doors for ministry and philanthropy. At the same time, the organization is broadening its discipleship strategy through content and experiences that extend beyond traditional broadcast radio.

The next leader steps into an organization that has invested intentionally in the future. The donor engagement team has been thoughtfully built, and over the past year Hope Media Group has made significant strides in CRM, marketing technology, and data science, establishing a strong foundation for the future. Rather than rebuilding the fundamentals, this leader will build upon that foundation, deepening these capabilities until they become part of the fabric of how the ministry engages donors, expanding new channels of generosity and creating sustainable growth for the years ahead.

> *As Hope Media Group continues its evolution into a multimedia ministry, this executive will ensure the funding strategy grows alongside the ministry strategy, helping more people move closer to Jesus.*

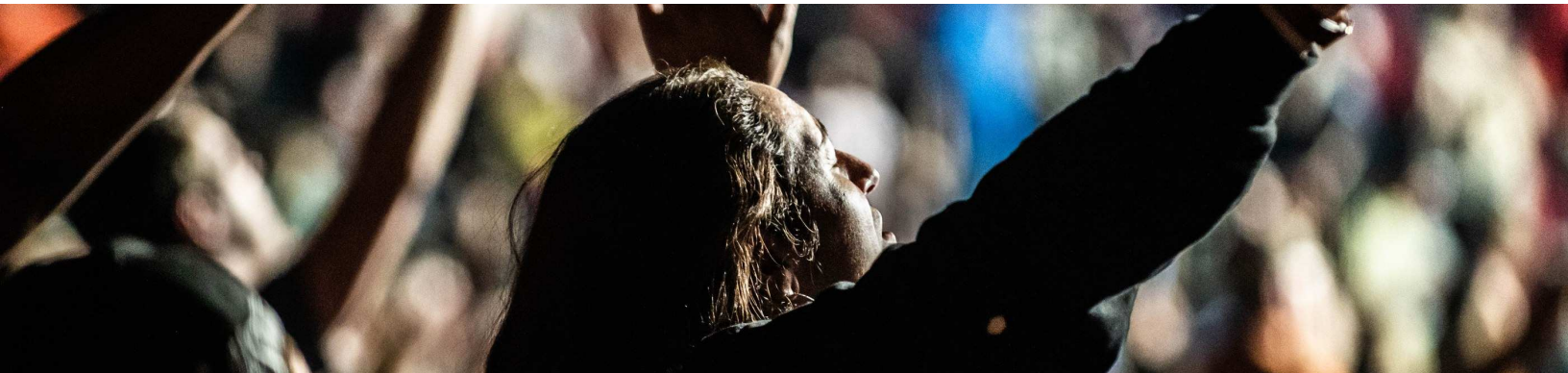


THE ROLE

The Chief of Donor Engagement reports directly to CEO Joe Paulo and serves alongside the Chief Administrative Officer and Chief Impact Officer on Hope Media Group's executive leadership team. This leader will own the full donor life cycle and engagement strategy and will:

KEY RESPONSIBILITIES

- Lead and develop a growing development team spanning Donor Experience, Partner Engagement, Catalyst Donors, Donor Operations, and Planned Giving, building individual capacity and organizational systems that sustain long-term donor relationships and revenue growth.
- Provide strategic oversight of the ministry's Catalyst (six and seven figure) donor program, partnering closely with the Executive Director of Donor Engagement who leads it day to day, while personally stewarding a focused portfolio of top-tier donors.
- Partner with the Digital and Technology teams to help shape the giving strategy for new digital platforms, including the product launching fall 2026, contributing donor engagement expertise to the emerging model for digital subscription-based generosity.
- Drive Spanish-language donor development in partnership with Vida Unida's growth into 20 of the nation's top Spanish-speaking markets.
- Oversee the Partner Engagement (business development) program, which generates approximately $5 million in annual revenue, roughly 10 percent of the ministry's total giving.
- Play a leading role in the strategy, fundraising, and execution of the ministry's on-air Support Drives, its largest donor acquisition tool, in partnership with the Programming team.
- Serve as a strategic thought partner to the CEO, shaping overall revenue vision, organizational storytelling, and the alignment between mission and generosity.
- Partner closely with the Content, Impact, Technology, Finance, and Programming teams to align contributed revenue strategy with organizational priorities and ministry initiatives.
- Leverage the CRM, marketing technology, and data science foundation built over the past year to deepen data-informed decision-making across the development program.
- Steward relationships with foundations and planned giving donors, advancing the Planned Giving and Endowment program, expanding the full-spectrum revenue mix.



LEADERSHIP PRIORITIES

Catalyst Community Growth

Continue to grow Hope Media Group's Catalyst donor community, including the curated stewardship and escalation events that have delivered strong ROI over the past two years. Catalyst donors already outperform the nonprofit average, and this leader will build on that strength for the future.

Occasional Giving Retention

Strengthen donor retention in the occasional giving lanes, an area that has seen decline tied to underperforming marketing technology and communication execution. As those tools and strategies are resolved, this leader will drive renewed growth in this donor group.

Planned Giving

Take the Planned Giving and Endowment program to the next level, building a more mature and sustainable planned giving pipeline for the ministry's future.

Major Donor Escalation

Escalate donors across the pipeline into Hope Media Group's major donor program, strengthening the pathway from first gift to principal-level giving.



THE IDEAL CANDIDATE

The ideal candidate is an accomplished development leader and a committed follower of Jesus who is energized by the opportunity to fund a growing multimedia ministry. This leader brings both the relational capacity to engage and steward top-tier donors and the instincts to build the team and systems that sustain generosity for the long term. The ideal candidate is a:

Faithful Believer

An active, personal evangelical Christian faith, fully aligned with Hope Media Group's mission and statement of faith, and passionate about the potential of Christian media to transform lives.

Servant Leader

Leads without ego, politics, or self-promotion, developing people, building trust, and keeping the audience, not the ministry, at the center of the story.

Builder and Owner

Hungry for growth, with a track record of operating well under accountability structures such as EOS, building upon a strong foundation rather than simply maintaining it.

Courageous Partner

A trusted thought partner to the CEO who engages in honest, authentic conversations, asks the hard questions, and helps align mission and generosity.



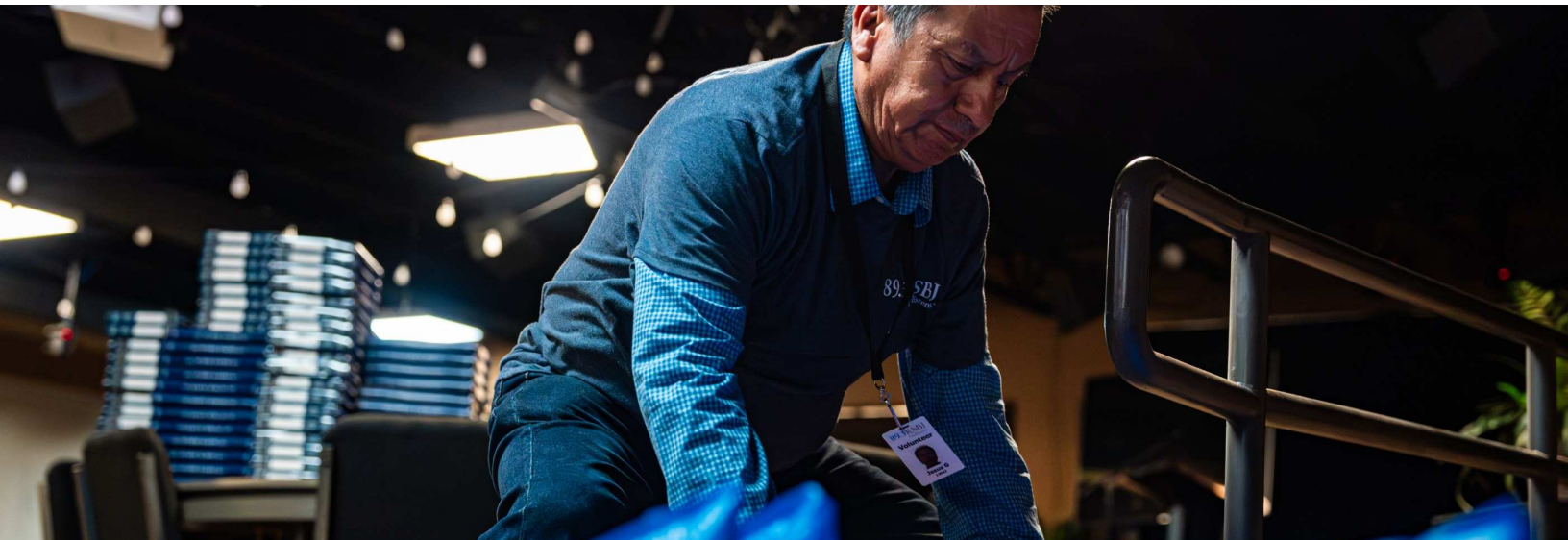
QUALIFICATIONS

PROFESSIONAL QUALIFICATIONS

- Ten or more years of progressive fundraising leadership, oversight of catalyst-level (six and seven figure) giving programs.
- Demonstrated success building and leading development teams of ten or more people with strong talent development instincts.
- Multi-channel development background spanning major gifts, mid-level, digital, partner engagement, and planned giving.
- Experience inside a fast-paced organization operating with accountability structures equivalent to EOS or similar frameworks.
- Revenue and monetization fluency including an understanding of the full donor ecosystem and non-traditional giving channels.
- Data-driven approach to development, using CRM, retention analytics, and donor data to inform strategy, with the discipline to partner with Finance and Data Science on forecasting and decision-making.
- Willingness to relocate to the Houston, Texas metro area (New Caney, TX headquarters).
- Bachelor's degree required; advanced degree preferred in business, nonprofit management, finance, communications, or a related field.

PERSONAL CHARACTERISTICS

- Active, personal evangelical Christian faith; fully aligned with Hope Media Group's mission and statement of faith.
- Active member of a Bible-believing local church.
- A servant leader who operates without ego, politics, or self-promotion.
- A courageous thought partner to the CEO who engages in honest, authentic conversations.
- Hunger for growth and a track record of operating well under accountability.
- Strong executive presence with high emotional intelligence and relational leadership capability.
- High degree of discretion and integrity in handling confidential donor and financial information.
- Passionate about the potential of Christian media to transform lives and cultures.



HOW TO ENGAGE

Nominations, applications, and confidential inquiries are welcomed and encouraged. Candidates should submit a resume and a brief letter of interest. All conversations and submissions will be handled with complete discretion. Applications will be accepted until the position is filled.

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