

## **Development and Communications Director**

### **DEADLINE TO APPLY IS MARCH 9, 2020**

CASA of Santa Cruz County is non-profit organization that recruits, trains, and supervises volunteers to advocate for children and youth in the foster care system. Since 1992 CASA has trained over 1, 200 volunteers and provided advocacy, stability, and hope to thousands of children who are in foster care.

#### **POSITION**

Reporting to the Executive Director, the Development and Communications Director is responsible for designing and executing a comprehensive and diversified fundraising plan which includes annual giving, major gifts, special events, grants, corporate and service-group giving, planned giving, and e-philanthropy. S/he is also responsible for developing a communication strategy and plan and overseeing its implementation. The candidate should possess outstanding writing, organizational, and communication skills to build strong relationships with donors, volunteers and other stakeholders in order to maintain and increase financial support for CASA. The Development and Communications Director is part of the Management Team and works in close collaboration with the Executive Director, Staff, and Board. CASA's annual operating budget is \$1.3M.

#### **RESPONSIBILITIES**

##### **Fund Development**

- Work with the Executive Director to establish fund development and communication goals.
- Develop comprehensive annual fundraising plans that fulfill CASA's Strategic Plan and priorities.
- Manage and implement all aspects of the development program, including annual giving, major gifts, special events, grants, corporate and service group giving, planned giving, direct mail, and e-philanthropy as well as management of donor stewardship and recognition programs.
- Oversee planning, coordination, and facilitation of major fundraising events and smaller third-party hosted events; direct and supervise the work of the part-time Events Coordinator.
- Collaborate with staff, Board and stakeholders to identify major gift prospects including individuals, corporations, and foundations, developing appropriate cultivation plans and making direct solicitations.
- Oversee preparation of donor communications, donor and prospect tracking, acknowledgements, and funding reports as required.

##### **Communications**

- Develop a cohesive communications strategy and plan in collaboration with communications team. Oversee implementation of communications plan that encompasses communication needs of fund development, outreach, and program as well as provides advocacy for and education about children who have been abused and neglected.
- Ensure that the CASA story is highly visible throughout the community and that its message is clear, consistent, and compelling.
- Coordinate work of the communication team.

- Write informational materials, including press releases, key messaging, the annual report, brochures, e-newsletters, and provide input for social media and website content to fulfill communications plan.
- Perform other duties as may be assigned by the Executive Director.

### **Management**

- Recruit, train, and supervise Grants and Communication Coordinator and Events Coordinator.

### **MINIMUM QUALIFICATIONS**

Bachelor's degree and five years paid professional experience in both fundraising and communications. An equivalent combination of work experience and education may be acceptable in fulfillment of these minimum requirements. Candidates must demonstrate quantifiable experience in: charitable fund development, including major gifts; excellent public speaking and written communication skills; excellent organizational skills with a capacity for attention to detail; strong networking ability and exceptional interpersonal skills; demonstrated success in creating positive working relationships with donors, funders, volunteers, boards, auxiliaries and the greater community; ability to manage multiple tasks simultaneously; computer literate with knowledge of donor databases and e-philanthropy systems; and a team player.

### **ADDITIONAL REQUIREMENTS**

- Demonstrated project management, relationship building and organizational skills.
- Able to work in the evening or on weekends as required.
- Completion of background screening process, i.e. DMV check, FBI, Department of Justice (DOJ), CACI (Child Abuse Central Index), and, upon hiring, successfully complete 35-hour CASA training.
- Demonstrated ability to maintain confidentiality.
- Meet the physical demands and successfully perform the overall duties and responsibilities of this job. While performing the duties of this job, the employee is regularly required to stand, walk, drive, and sit at a desk for up to 8 hours per day, type on computer and use the telephone. The employee must be able to lift and/or move up to 30 pounds. Reasonable accommodations may be made to enable otherwise qualified individuals with disabilities to perform the overall duties and responsibilities. Vision may be corrected within normal range.
- Excellent written composition and oral communication skills.
- Demonstrate respect of all people regardless of socioeconomic background, culture, religion, sexual orientation, disability, ethnicity, race, or gender.
- Have transportation, car insurance, and be willing to travel throughout Santa Cruz County.

### **SALARY AND BENEFITS**

**Exempt Position/Full time:** 40 hours/week (some evening and weekend work)

**Benefits:** Paid medical, dental, vision & life insurance for employee; 20+ days paid time off (PTO) plus observed holidays; 403b retirement plan with employer contributions after 1 year

**Salary:** Salary range \$85K-90K per year commensurate with work experience and education

### **HOW TO APPLY**

Send: (1) a resume; (2) a cover letter summarizing your qualifications, your interest in the position and your salary requirements; and (3) a list of three professional job references to:

[ddposition@casaoofsantacruz.org](mailto:ddposition@casaoofsantacruz.org).

### **No phone calls please.**

CASA reserves the right to begin interviews as soon as qualified applicants' resumes are received. Position may be filled before deadline.