



Job Description

Position: DIRECTOR OF DEVELOPMENT AND COMMUNICATIONS
Program: Los Angeles
Reports to: Executive Director
Hours: Full-time; hours 8:00 a.m. – 5:00 p.m.
Location: CASA of Los Angeles office, Edelman Children’s Courthouse, 201
Centre Plaza Drive, Ste. 3, Monterey Park, CA 91754
Salary: \$70,000-\$100,000 with benefits

POSITION DESCRIPTION:

The Director of Development and Communications will provide fundraising leadership to identify champion support and align donor passions with charitable giving opportunities to meet CASA’s financial goals. Under the direction of the Executive Director and the Board, this leader will: 1) Evaluate CASA’s fund development plan, develop short and long term strategies and implement a successful total fundraising program 2) Explore and execute individual giving and major gift programs, new grant opportunities, corporate and foundational donations, the annual appeals, grant-writing, special events, public relations and marketing 3) Maintain and build upon current development programs while focusing on donor retention, prospecting and stewardship.

KEY RESPONSIBILITIES:

Essential Duties and Responsibilities include, but are not limited to the following:

Leadership

- Act as a professional advisor to the Executive Director and the Board of Directors on fund development and donor stewardship strategies
- Model and positively influence others to behave in a way that is in the best interest of the organization
- Ensure compliance with fundraising industry standards and performance standards established by CASA and the Association of Fundraising Professionals



- Effectively communicate CASA's value and impact to donors, volunteers, and other stakeholders
- Manage and guide interns and office volunteers to ensure completion of materials needed for presentations and events
- Cultivate community support for CASA by maintaining contacts with local organizations, businesses and individuals

Fundraising & Development

- Institute a high-functioning development operation including managing donor databases, donor and grants calendars and reporting, and records maintenance
- Design, implement and monitor a comprehensive annual fund development plan to meet both financial and strategic goals, and provide analysis and recommendations to the Executive Director
- Provide personal, excellent customer care to donors before, during, and after donations
- Maintain a system for identifying and tracking existing donors and new prospects
- Review and analyze past campaign and fundraising activities, pertinent economic factors, changes in community structure, and other factors for the purpose of developing resource development plan

Communications

- Prepare monthly development reports to present to the Board and Executive Director
- Represent CASA in the community in a way that is professional and consistent with the organization's mission and vision
- Ensure that appropriate recognition and reporting occur for all donations, grants and contracts and develop compliance plans for grants and contributions
- Develop a marketing and communications plan that ensures that the CASA marketing strategy is effectively integrated into the resource development plan
- Manage all campaign-related communications resources such as brochures, pledge forms, manuals, annual report, video, website, e-newsletter, and social media



- Manage Sales Force Donor database. Maintain accurate and complete records on assigned accounts, reflecting changes in key personnel, campaign history and frequency of contacts

CANDIDATE QUALIFICATIONS:

Required:

- Passion for CASA's mission
- Bachelor's degree
- Five (5) plus years of experience leading successful fund development campaigns and activities in: major gift cultivation and solicitation, special events management, grant writing, volunteer management, non-profit governance, planned giving
- Excellent technical skills: project management, organizational and planning, writing skills, and working knowledge of emerging technologies as they relate to fundraising
- Must present portfolio of actual campaign targets and outcomes, spanning minimally 3 years; and/or present portfolio of collateral developed, grant narratives and case statements
- Experience working with volunteers and Boards of Directors
- Public speaking experience to a wide variety of groups
- Available evenings and weekends
- Must be respectful of all people regardless of socioeconomic background, culture, religion, sexual orientation, disability or gender
- At least 3 year experience in directly managing full-time staff
- Criminal justice fingerprint clearance and valid California driver's license
- Transportation and the ability to travel throughout Los Angeles County including the Antelope Valley CASA office

Preferred (one or more of the following):

- Master's degree in related field
- Working knowledge and experience of Sales Force database
- Experience working with children in foster care
- Fluency in another language besides English

SPECIAL REQUIREMENTS:



- A passionate, creative and strategic thinker able to inspire trust and confidence, and articulate and communicate effectively CASA's mission and programs
- An entrepreneur, capable of seeing opportunities and turning innovative ideas into successful fundraising activities
- Proven record of fundraising success with corporate, individual or foundation development and/or special events
- Ability to build trusting relationships and create effective networks with internal and external stakeholders
- Compassionate, engaging, and open style
- Ability to prepare and submit monthly reports on excel spreadsheets to Executive Director which describe and analyze results of fundraising activities
- Possess an entrepreneurial, flexible and independent work style
- Strong organizational skills with the ability to manage several projects simultaneously, manage time effectively, accountable for deadlines and mindful to details.
- Proficiency in writing proposals, grants, templates, and communication plans for donor-related events/campaigns
- Ability to use the internet, Microsoft Office software and other technology to manage data, carry out research and compose reports
- Ability to design, write and create basic marketing materials
- Effective priority-setting and ability to work in a fast paced environment. Highly efficient in time management and accountable for deliverables
- Maintain absolute confidentiality and exercise discretion
- Adapt to a changing environment with the ability to respond to and manage crisis with a calm and mindful approach.
- Excellent written, oral, and communication skills; Aptitude for presentation delivery, conveying ideas, and instructing effectively
- Superior active listening, observation, analytical, and problem recognition and solving skills. Exercise sound judgment
- Ability to work and make judgments independently and take initiative. Be self-disciplined and self-motivated with the ability to be extremely resourceful
- High capacity to assess the value, importance, and/or quality of activities and people



ESSENTIAL FUNCTIONS:

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- While performing the duties of this position, the employee is regularly required to talk or hear. The employee frequently is required to use hands or fingers, handle or feel objects, and controls. The employee is occasionally required to stand; walk; sit; reach with hands and arms; climb or balance; and stoop, kneel, crouch or crawl.
- The employee must occasionally lift and/or move up to 25 pounds, and infrequently up to 50 pounds. Specific vision abilities required by this position include close vision, distance vision, color vision, peripheral vision, and the ability to adjust focus.
- The noise level in the work environment is usually moderate.

CASA of Los Angeles is an Equal Opportunity Employer and is committed to fostering diversity within its staff.



SERVING TO MAKE A DIFFERENCE, ONE CHILD AT A TIME

CASA (Court Appointed Special Advocate) of Los Angeles

CASA is an organization passionate and committed to making a difference in the lives of children in foster care through voluntarism. CASA's mission and driving force is to support volunteers who advocate for abused and neglected children in court and in the community.

To support our mission, we seek individuals who are:

- accountable for their actions
- passionate about being in service
- committed to making a meaningful difference in the lives of the children we serve
- excited and enjoy being around extraordinary people from all walks of life
- positive and thrive in a collaborative, trusting and respectful work culture
- focused to create win/win experiences.

We are the team that recruits, develops, supervises and supports volunteers. Our volunteers are advocates for the children through their world of confusion, stress and strangers. Collectively we work to help each child create a meaningful, independent and productive life.

To extend the impact of CASA's work, come join us and experience the uplifting of your own life through serving children and CASA.

We are seeking a **DIRECTOR OF DEVELOPMENT AND COMMUNICATIONS** --

a bright, articulate and socially responsible servant leader who loves a challenge, is extremely persuasive, has a developed faculty of consciousness and is driven to take deliberate action for the good of others.

POSITION DESCRIPTION:

The Director of Development and Communications will provide fundraising leadership to identify champion support and align donor passions with charitable giving opportunities to meet CASA's financial goals. Under the direction of the Executive Director and the Board, this leader will: 1) evaluate CASA's fund development plan, develop short and long term strategies and implement a successful total fundraising program 2) Explore and execute new



grant opportunities, personal, corporate and foundational donations, the annual giving campaign, grant-writing, special events, public relations and marketing 3) Maintain and build upon current development programs while focusing on donor retention, prospecting and stewardship.

KEY RESPONSIBILITIES:

Essential Duties and Responsibilities include, but are not limited to the following:

Leadership

- Act as a professional advisor to the Executive Director and the Board of Directors on fund development and donor stewardship strategies
- Model and positively influence others to behave in a way that is in the best interest of the organization
- Ensure compliance with fundraising industry standards and performance standards established by CASA and the Association of Fundraising Professionals
- Effectively communicates CASA's value and impact to donors, volunteers, and other stakeholders
- Manage and guide interns and office volunteers to ensure completion of materials needed for events
- Cultivate community support for CASA by maintaining contacts with local organization, businesses and individuals

Fundraising & Development

- Institute a high-functioning development operation including managing donor databases, donor and grants calendars and reporting, and records maintenance
- Design, implement and monitor a comprehensive annual fund development plan to meet both financial and strategic goals, and provide analysis and recommendations to the Executive Director
- Provide personal, excellent customer care to donors before, during, and after donations are made
- Maintain a system for identifying and tracking existing donors and new prospects



- Review and analyze past campaign and fundraising activities, pertinent economic factors, changes in community structure, and other factors for the purpose of developing resource development plan

Communications

- Prepares monthly development reports to present to the Board and Executive Director
- Represents CASA in the community in a way that is professional and consistent with the organization's mission and vision
- Ensure that appropriate recognition and reporting occur for all donations, grants and contracts and develop compliance plans for grants and contributions
- Develop a marketing and communications plan that ensures that the CASA marketing strategy is effectively integrated into the resource development plan
- Manage all campaign-related communications resources such as brochures, pledge forms, manuals, annual report, video, website, e-newsletter, and social media
- Manage database. Maintain accurate and complete records on assigned accounts, reflecting changes in key personnel, campaign history and frequency of contacts

CANDIDATE QUALIFICATIONS:

Required:

- Passion for CASA's mission
- Bachelor's degree
- Five (5) plus years of experience leading successful fund development campaigns and activities in: major gift cultivation and solicitation, special events management, grant writing, volunteer management, non-profit governance, planned giving
- Excellent technical skills: project management, organizational and planning, writing skills, and working knowledge of emerging technologies as they relate to fundraising
- Must present portfolio of actual campaign targets and outcomes, spanning minimally 3 years; and/or present portfolio of collateral developed, grant narratives and case statements



- Experience working with volunteers and Boards of Directors
- Public speaking experience to a wide variety of groups
- Available evenings and weekends
- Must be respectful of all people regardless of socioeconomic background, culture, religion, sexual orientation, disability or gender
- At least 3 year experience in directly managing full-time staff
- Criminal justice fingerprint clearance and valid California driver's license
- Transportation and the ability to travel throughout Los Angeles County including the Antelope Valley CASA office

Preferred (one or more of the following):

- Master's degree in related field
- Experience working with children in foster care
- Fluency in another language besides English

SPECIAL REQUIREMENTS:

- A passionate, creative and strategic thinker able to inspire trust and confidence, and articulate and communicate effectively CASA's mission and programs
- An entrepreneur, capable of seeing opportunities and turning innovative ideas into successful fundraising activities
- Proven record of fundraising success with corporate, individual or foundation development and/or special events
- Ability to build trusting relationships and create effective networks with internal and external stakeholders
- Compassionate, engaging, and open style
- Ability to prepare and submit monthly reports on excel spreadsheets to Executive Director which describe and analyze results of fundraising activities
- Possess an entrepreneurial, flexible and independent work style
- Strong organizational skills with the ability to manage several projects simultaneously, manage time effectively, accountable for deadlines and mindful to details.
- Proficiency in writing proposals, grants, templates, and communication plans for donor-related events/campaigns



- Ability to use the internet, Microsoft Office software and other technology to manage data, carry out research and compose reports
- Ability to design, write and create basic marketing materials
- Effective priority-setting and ability to work in a fast paced environment. Highly efficient in time management and accountable for deliverables
- Maintain absolute confidentiality and exercise discretion
- Adapt to a changing environment with the ability to respond to and manage crisis with a calm and mindful approach.
- Excellent written, oral, and communication skills; Aptitude for presentation delivery, conveying ideas, and instructing effectively
- Superior active listening, observation, analytical, and problem recognition and solving skills. Exercise sound judgment
- Ability to work and make judgments independently and take initiative. Be self-disciplined and self-motivated with the ability to be extremely resourceful
- High capacity to assess the value, importance, and/or quality of activities and people

ESSENTIAL FUNCTIONS:

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- While performing the duties of this position, the employee is regularly required to talk or hear. The employee frequently is required to use hands or fingers, handle or feel objects, and controls. The employee is occasionally required to stand; walk; sit; reach with hands and arms; climb or balance; and stoop, kneel, crouch or crawl.
- The employee must occasionally lift and/or move up to 25 pounds, and infrequently up to 50 pounds. Specific vision abilities required by this position include close vision, distance vision, color vision, peripheral vision, and the ability to adjust focus.
- The noise level in the work environment is usually moderate.



CASA of Los Angeles is an Equal Opportunity Employer and is committed to fostering diversity within its staff.

TO APPLY:

Please email or mail your resume and cover letter, with salary history, outlining how your skills and experience meet the qualifications of the position, and what is it about CASA's mission that works for you, to: careers@casala.org with subject line: Director of Development and Communications

No calls please.