

CASA of Tulare County Position Description

Job Title: Director of Development
Reports To: Executive Director
FLSA Status: Exempt
Compensation: \$85,000 – \$105,000 annual
Prepared By: Alberto Ramos
Prepared Date: November 1, 2023
Approved By:
Approved Date:

SUMMARY

The CASA Director of Development serves as a resource to the Executive Director on fundraising issues; serves with the Executive Director as staff liaison to the Fund Development Committee of the Board of Directors; develops and implements short-term and long-term fundraising plans; develops and maintains individual donor campaigns, major donor, and annual fundraising campaigns; manages corporate donations and government, service organization, and foundation grants. Coordinates special events (annual dinner/auction, superhero run, and other fundraising events to be determined; special revenue-generating projects, in-kind donations; enhances donor and funder awareness of CASA; provides supervision to event volunteers as needed; attends training, conferences, and seminars to enhance professional growth and development; maintains relationships with all stakeholders, assists in the development of the vision and mission of the organization; contributes to organizational leadership and planning; sets and achieves marketing goals and objectives.

ESSENTIAL DUTIES AND RESPONSIBILITIES include but are limited to the following:

Develop and maintain individual, major donor, and annual fund campaigns.

- Responsible for planning, organizing, implementing, completing, and evaluating the fundraising, public information, and donor/funder relations.
- Develop annual giving, major gifts, and endowment programs.
- Develop and implement strategies to increase individual donor giving.
- Develop and present program information to prospective funders.
- Oversee the production of campaign materials.
- Prepares reports to fundraising sources, staff, and board of directors on development plans, activities, and priorities.

Coordinate special events, revenue-generating projects, and in-kind donations.

- Develop, manage, and produce all aspects of the annual gala and other fundraising events.
- Evaluate and improve upon fundraising events.
- Collaborate with the Fund Development Committee and executive director to produce events publications and materials.
- Supervise, monitor, and coordinate vendors and volunteers who provide services for events.
- Develop and manage timelines for various fundraising activities (donor, event, grants) to ensure strategic vision and critical fundraising processes are carried out on time by all.

Enhance donor and funder awareness of CASA.

- Develop positive relationships with donors, businesses, and government officials.

- Expand the visibility of CASA in the county by attending conferences, meetings, and public forums.
- Oversee the administration and accuracy of a donor mailing list and database that respects the privacy and confidentiality of donor information.

Administration of Marketing, Communication, and Stewardship

- Assist the Executive Director in increasing awareness and ownership of CASA's mission in the general community and among current partners, donors, and volunteers.
- Oversee communication with the public through the organization's website, social media, annual impact report, newsletter, and other communications.
- Serves as principal writer of proposals, acknowledgments, and other prospect/donor/funder communications.
- Maintain donor management system and ensure communication with donors.
- Develop and execute 'friend-raising' events to introduce people to the mission of CASA.

Support Grants & Sponsorships

- Support the executive director with grant and sponsorship requests.
- Maintain positive working relationships with funders.
- Identify and develop sponsors for the organization's fundraising priorities.

Perform other duties as assigned and necessary for the smooth functioning of CASA of Tulare County.

SUPERVISORY RESPONSIBILITIES

Directly supervises the communications manager, providing direction to their tasks and outreach support staff tasks. Coordinates vendors, volunteers, and peers who help plan and coordinate events. Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Supervision includes planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements below represent the required knowledge, skill, and/or ability. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.

EDUCATION and/or EXPERIENCE

- Bachelor's degree (B. A.) from a four-year college or university, or five years of related experience and/or training, or equivalent combination of education and experience.
- Excellent written and oral communication skills.
- Experience in fund development campaigns with proven ability to plan and execute successful events.
- Highly skilled at individual and major donor cultivation and retention.
- Strong analytical skills specific to donor analysis and prospecting.
- Experience in public presentations and group facilitation.
- Ability to plan, organize, and evaluate outcomes.
- Understanding of the dynamics of child abuse and neglect.
- Excellent Microsoft Office, Excel, PowerPoint skills, and fundraising/donor software.
- Experience in non-profit management and volunteer program management.
- Demonstrated ability to work well with an engaged board and the executive director in achieving fund development goals.

- Ability to work independently, exercise independent ethical judgment, and make decisions based on established procedures.
- Flexible availability, willingness to work some evenings and weekends as required.
- Have own reliable transportation (insured) and ability to travel throughout Tulare County as required.
- Respectful of all without regard for socioeconomic background, culture, religion, sexual preference/identity, disability, age, marital status, or gender.
- Adapt to changing environments with the ability to respond and manage crises with a calm, mindful approach.
- Problem-solve and prioritize tasks.
- Take initiative, possess critical thinking skills, and be committed to the program's mission and goals.
- Optimistic, thoroughly professional self-starter with strong task/time management and prioritization skills.

LANGUAGE SKILLS

Bilingual (English / Spanish) preferred but not required.

MATHEMATICAL SKILLS

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply basic algebra and geometry concepts.

REASONING ABILITY

Ability to apply logical or scientific thinking principles to a wide range of intellectual and practical problems. Ability to deal with nonverbal symbolism (formulas, scientific equations, graphs, musical notes, etc.) in its most difficult phases. Ability to deal with a variety of abstract and concrete variables.

CERTIFICATES, LICENSES, REGISTRATIONS

Current Driver's License and Liability insurance.

PHYSICAL DEMANDS

The physical demands described here must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.

While performing the duties of this job, the employee is regularly required to use hands to finger, handle, or feel. The employee is frequently required to stand, walk, sit, reach with hands and arms, climb or balance, stoop, kneel, crouch, or crawl, talk or hear, and taste or smell. The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here represent those an employee encounters while performing the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.

While performing the duties of this job, the employee is occasionally exposed to wet and/or humid conditions; moving mechanical parts; high, precarious places; fumes or airborne particles; toxic or caustic chemicals; outside weather conditions; extreme cold; extreme heat; risk of electrical shock; risk of radiation; and vibration. The noise level in the work environment is usually moderate.

