

# CHINESE AMERICAN SERVICE LEAGUE JOB DESCRIPTION

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<b>Title:</b> Director of Development & Communications	<b>Grade:</b> 10	
<b>Reports To:</b> Chief Executive Officer	<b>FLSA Status:</b> Exempt	
<b>Supervises:</b> Development Personnel	<b>Date Written:</b>	<b>Date Revised:</b>
	9/23/2016	8/16/2018

## POSITION SUMMARY

The Director of Development & Communications (DODC) reports to the Chief Executive Officer (CEO) and with a dotted line to the Chief Operating Officer (COO), to build solid and sustainable philanthropic support for CASL's mission. The DODC provides a strategic fundraising vision and subsequently leads and implements all philanthropic functions. In this capacity, the DODC has responsibility for the development, administration and management of the annual fund, planned gifts program, events, corporate and foundation partnerships, volunteerism and communications/marketing programs, with a primary emphasis on major gifts. The DODC will also hold a staff leadership role in CASL's near future Comprehensive Campaign to develop and fund a Senior Housing Project, Endowment, and Innovative Initiatives.

## DUTIES AND RESPONSIBILITIES

### Individual Giving

- Directs the annual fund program, including mailings and annual fundraising drives.
- Maintains a personal portfolio of individual donors with the ability to make major gift contributions to the agency on an annual basis, personally executing cultivation, solicitation and stewardship activities.
- Work with CASL's development staff to create and implement a calendar of stewardship activities designed to cultivate and steward current and prospective supporters at all giving levels.
- Oversees and coordinates a schedule of donor cultivation events, leveraging existing special events and identifying new opportunities to introduce current and prospective supporters to CASL's work in creative and inspiring ways.
- Provide strategic guidance and staff support to CASL's executive staff and boards in their work to build relationships with major donors, including recommending strategies and crafting materials to support their efforts.
- Execute a planned giving program with a focus on deferred gifts. Advise the COO, CEO, Comptroller and Finance Committee on endowment impacts.
- In conjunction with Board leadership, construct and execute an annual board campaign to ensure that 95% of the Board personally gives to the organization.

### **Program Leadership**

- Craft and monitor progress against an annual development and communications operations plan. This includes working with staff and volunteer leadership to identify financial goals and develop creative, revenue-generating activities.
- Work with CASL's COO, CEO, Board Development Chair and Board leadership to identify and articulate long and short-term goals.
- Work with staff and volunteer leadership to prepare CASL and its development department for an upcoming campaign fundraising initiative, strategically broadening and deepening the agency's donor base and maintaining an efficient and professional development function.
- Plan and monitor the workloads of development and communications staff, ensuring alignment between department activities and the agency's fundraising and communications priorities.
- Serve as the key liaison for the agency's Development Committee, remaining attuned to opportunities to engage volunteers in new ways in order to cultivate solicit and steward relationships with new and existing supporters. This includes working with CASL's executive leadership to expand membership on the Committee over time.
- Serves as a representative for the agency at external functions and presentations and on boards and committees as needed.
- Attends CASL Board of Directors meetings.

### **Corporate and Foundation Relations**

- In partnership with the agency's COO and CEO, serve as the primary, front-facing manager of relationships with corporate and foundation donors. This includes working strategically with program officers and corporate contacts to maintain existing relationships and develop new opportunities for expanded partnerships.
- Work closely with Corporate and Foundation Giving Officer and Program Managers to develop annual funding and relationship strategies including developing long-term corporate partnerships for additional employee volunteer and leadership support.
- Maintain knowledge of emerging funding opportunities and work with the Corporate & Foundation Giving Officer to align them with agency needs.

### **Events**

- In conjunction with the Events and Volunteer Officer, develop and execute an events strategy to increase net events income in addition to acquiring new donor prospects that will feed into the annual fund.

### **Volunteerism**

- In conjunction with the Events & Volunteer Officer, develop and execute a volunteer program strategy that serves to provide in-kind support to CASL programs
- Develop strategies to transition individual volunteers into CASL donors and corporate episodic volunteers into individual ongoing volunteers

### **Communications**

- In conjunction with the Communications & Marketing Officer, develop and oversee the agency's communication and marketing strategy, including the creation of key collateral materials such as the Annual Report, program brochures, newsletters, donor communications and event materials.
- Serve as a credible and compelling spokesperson on behalf of CASL when working with agency partners and members of the media.

### **Information Management**

- Manage and oversee the agency's strategic use of the Raiser's Edge database, ensuring consistent gift processing, data entry and report generation in addition to recurring wealth screening and moves management processes.
- With the Donor Information Administrator, identify recurring needs for donor and revenue reports and ensure their timely generation for meetings and updates to key staff and volunteer leaders.

### **Campaign and Special Projects**

- In conjunction with the COO, direct comprehensive campaigns and other major fundraising drives.
- Responds to agency needs by engaging in special projects at the direction of the CEO & COO.

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Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

## **MINIMUM REQUIREMENTS**

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### **Education/Experience:**

- Results-driven with experience cultivating leadership and major gifts, including supporting donor strategies, solicitation approaches and donor stewardship; demonstrated ability to close gifts; capital campaign experience is preferred.
- Minimum of 5 years of professional experience in development and fundraising for not-for-profit organizations.
- Minimum of 2 years of management experience.
- Bachelor's degree required; advanced degree or professional fundraising certification is ideal.

### **Skills/Knowledge:**

- Demonstrated experience managing the Board and CEO fundraising portfolio.

- Demonstrated and quantifiable success in moves management for five-figure-plus major gifts.
- Demonstrated success across fundraising strategies, including annual and major giving, corporate and foundation relationship, volunteer engagement, creative special events, comprehensive and/or capital campaigns and effective use of data and reporting mechanisms.
- Extensive knowledge of best practice fundraising principles, including the techniques and practices for garnering individual and institutional support.
- Ability to write persuasively, clearly, and concisely to blend information from multiple sources into a single, effective fundraising document that meets the needs of the prospect.
- Ability to interact effectively with board members, current and prospective donors, and program and development staff at all levels.
- Demonstrated experience deepening board engagement with fundraising and providing strong staffing and support for volunteer-led cultivation and solicitation.
- Experience working independently and as a team lead in a results-oriented environment and demonstrating flexibility in meeting shifting demands and priorities.
- Knowledge of national, regional, and local philanthropic sources.
- Excellent office suite software, including word processing, spreadsheet and communication applications.
- Strong communication and public presentation skills.
- Understands data and how to articulate metrics in laymen's terms; guides conversation using data.
- Experience in the development and implementation of budgets, budget management and grant development.
- Innovative, creative thinker; not afraid to propose something new and inspire others to do the same.
- Significant experience with and interest in working with culturally and linguistically diverse communities.

### **Physical Demands:**

- Must have the visual, hearing, and learning capabilities sufficient to perform the essential functions defined above.
- Occasionally lift or move objects weighting about 20 pounds.

### **Environment and Scheduling:**

- Work is performed during standard business hours, Monday through Friday, in an administrative office setting.
- Must be flexible and available to work additional hours when necessary.

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CASL is an Equal Opportunity/Affirmative Action employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, ethnic or national origin, or any other status protected by State and Federal Law.