



JOB ANNOUNCEMENT

Position: Director of Development & Partnerships
Employee Type: Full Time, Exempt
Salary: \$69,500 to \$75,000
NOTE: Position hiring dependent on confirmed funding

Organization's Mission

The mission of CASA of Fresno and Madera Counties is to recruit, train, and support volunteers to advocate and speak for the best interests of abused and neglected children in the Child Welfare and Juvenile Court systems. We ensure foster youth receive the vital advocacy, support services, referrals, resources, trauma-informed care, and community support they need to grow and thrive.

Position Goal

Develop, lead, and grow the fundraising and community partnerships strategy, objectives, and activities to fuel our ability to achieve our strategic plan. This position is CASA of Fresno & Madera Counties' primary fundraiser, responsible for ensuring we meet or exceed our annual revenue targets in support of our strategic plan. This position will also manage and coach the marketing and volunteer Advocate recruiting strategy and staff. This position will work closely with the Executive Director, Marketing & Recruitment Coordinator, Program and Business Operations teams to ensure support and alignment for our growth objectives.

Key Responsibilities

Strategic Leadership and Administration of Revenue Growth Program

1. Manage fundraising staff, contractors and volunteers.
2. Develop an annual and multi-year revenue growth plan, with strategy, implementation plans, and product development for monthly giving, corporate giving, major gifts, events, and endowments.
3. Administer annual campaigns, direct mail and donor retention appeals.
4. Work with a team of volunteers and Event Coordinator/Consultant to plan annual CASA events/fundraisers.
5. Manage a significant suite of major donor (individual, corporate and foundation) relationships that result in increased year-over-year giving.
6. Develop a suite of major donor proposals and conduct personal solicitations with new and current individual and corporate donors.
7. Guide the governing board of directors on their roles in supporting major donor and corporate partnerships and giving.
8. Track and report on donor data analytics to guide decision making, prioritization and investments in fundraising.

Strategic Leadership of Marketing, Communication and Advocate Recruitment

1. Manage, coach and empower the marketing and Advocate recruitment staff.
2. Ensure the continued growth in public awareness, trust, and support and ownership of CASA of Fresno & Madera Counties current partners, donors and volunteers.
3. Ensure quality and timely communication with the public through the website, social media, impact reports, newsletter, and other communications for the purpose of building brand awareness, volunteer acquisition, contact acquisition, and event support.
4. Ensure accurate and up to date records are maintained on all CASA donors and volunteers.
5. Guide Executive and Program teams on brand, aligned communications, and storytelling to ensure consistent, compelling, and results-based communication across all teams with the public.
6. Ensure the team is hosting regular volunteer Advocate Information Sessions, speak at community gatherings, host major donor events, and other public events and speaking.

Grant Acquisition & Reporting

1. Manage the grant prepositioning, acquisition, and reporting standards and process for Fresno and Madera County teams.
2. Guide the Board of Directors and Executive Director on prioritization, identification of, and prepositioning for grant access and relationship management.
3. Work with the Executive Director and Program teams to apply for new grants that are aligned with program strategy and operational capacity. Track acquisition rates and evaluate learnings.
4. Maintain positive working relationships and timely reporting with corporate, foundation and government grantors.

Administration of the Office for Executive Director and Resource Development

- a. Maintain paper and electronic document records, including donor database.
- b. Maintain a proactive scheduling process.
- c. Provide outstanding customer service to constituents.
- d. Prepare for board, committee and other meetings.

Other duties as assigned.

Desired Minimum Qualifications

To successfully perform the essential functions of this position, the candidate must have the following:

- Bachelor's degree preferred or 10 years equivalent/relevant experience with proven results in building and leading fundraising programs for non-profits.
- Experience *directly* cultivating and managing major donor (corporate, individual, foundation) relationships that have resulted in annual revenue of at least \$1 million and increased year-on-year growth for non-profit programming.
- Experience and/or desire to manage both strategic development and practical hands-on building of a new fundraising program, products, and relationships.
- A network of strong relationships with Fresno and/or Madera County businesses, foundations, philanthropists, and other communities to build upon.
- A passion for our mission to serve and advocate for foster children and youth that inspires everyone with whom you share it to join us in financial and volunteer partnership.
- Outstanding public speaking, communication and storytelling skills, articulate and persuasive, with well-honed relationship-building skills that results in partnership and investment.
- A team-orientation, with strong collaboration skills to ensure respect and alignment across fundraising, program and business teams.
- Ability to supervise, empower, and train others.

- Ability to prepare professional and compelling written reports, correspondence and maintain accurate records.
- Ability to organize, set priorities, take initiative and exercise sound, independent judgment within areas of responsibility.
- Good knowledge of personal computer operations and software including Microsoft office, SharePoint, Google Docs, databases, and spreadsheets; experience with DonorPerfect beneficial.
- Possession of a valid California Driver's License.
- Ability to successfully pass a background check.

Working Conditions

The duties of this position regularly require travel in Fresno and Madera Counties in your own personal vehicle. The position may occasionally require travel within the State of California. This position rarely requires strenuous activity. Monthly weekend and/or evening hours may be assigned as needed.

While performing the duties of this job, employees may regularly be required to: walk; climb stairs; talk or hear, both in person and by telephone; use hands to operate standard office equipment; reach with hands and arms; carry multiple items at one time; and lift up to 20 pounds. There may be prolonged periods of sitting and computer work. The duties of this position also require on-the-job driving.

Equipment

This position functions in an office environment. It requires the use of general office equipment such as a personal computer, printer, fax machine, copy machine and telephone.

Duties described on the previous pages document the general nature and level of work but are not intended to be a comprehensive list of all activities, duties and responsibilities required of the employee in this position. Consequently, the employee in this position may be asked to perform other duties as required.

Applicants, please send a cover letter *and* resume to:
Angelica Romero, Finance and Operations Manager:

Careers@CASAFresnoMadera.org

CASA of Fresno and Madera Counties is an equal opportunity
employer.

We look forward to hearing from you!