



Job Description

Job Title

Director of Advancement

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Reports To

Chief Executive Officer

Organization Summary

Casa de Esperanza is a national organization focused on ending violence through public policy, research, training, community engagement, direct shelter and other services. Casa de Esperanza was founded in 1982.

Casa de Esperanza works to enhance **social capital** because we believe that it decreases domestic violence. *Social capital* refers to the trust, reciprocity, information and co-operation that are developed through social networks.

Our starting point in supporting Latinas and our communities is their **strength**; we assist them to recognize their strengths, build on them and reach their goals.

We are **mission-driven** and **entrepreneurial**: utilizing innovative, community engaged strategies.

If you are passionate about ending violence and creating lasting changes for a better world, please consider joining our talented staff working on local and national strategies.

Position Description

The Director of Advancement creates development strategies for Casa de Esperanza to achieve its goals. S/he develops and directs an annual plan that includes annual and major giving, corporate and foundation relations, grants management, as well as potential special events. Working closely with the CEO, board, executive management team and key individual stakeholders, the Director of Advancement is responsible for creating an environment that fully integrates and maximizes fundraising efforts throughout the organization with individuals, foundations, and corporations to further the mission of the organization.

Areas of Responsibilities

Leadership

- Thoroughly understand and articulate Casa de Esperanza's mission, vision, values, programs, history, policies, culture, values, and financial strategy.
- Participate as a member of senior management; provide direction and leadership within the management team as needed.
- Work with finance manager to assume accurate reporting and budget development.

- Represent Casa de Esperanza at meetings, events and relevant committees as needed.

Marketing and Communications

- Work with the Board of Directors and the Communications and Marketing Coordinator to develop a public relations plan that promotes Casa de Esperanza's fundraising goals.
- Work closely with Casa de Esperanza managers and directors in the production of all major publications, including the annual report, to promote fund raising goals and activities.
- Continually scan the nonprofit and foundation environments to discover emerging trends, critical issues, promising practices, and thought leaders.
- Form alliances and develop other resources to respond to market opportunities.
- Utilize a broad array of social media to help advance the mission.

Fundraising

- Develop and execute clear short-term and long-range plans for development to meet agreed upon revenue goals.
- Manage all strategies and activities for prospect identification, cultivation, solicitation, and stewardship.
- Individually and with others (board members, CEO, staff, etc.), directly cultivate and solicit prospects and donors for annual, special and major gifts.
- Supervise the grant writers, coordinate all revenue seeking endeavors, and support the research of potential funders and the development of grant proposals for foundations, corporations and government funding sources.
- Direct the planning and execution of periodic and potential special fundraising events.

Donor Relations and Stewardship

- Create and execute a strategy to continually retain and increase the portfolio of individual donors.
- Ensure all donors are kept up to date with Casa de Esperanza activities and events.
- Organize annual donor recognition and appreciation.
- Oversee donor database and summary reports on donor meetings.

Board of Directors

- Involve members of the board of directors and CEO in designing and implementing the annual development plan.
- Develop a culture of philanthropy for directors, staff and key volunteers.
- Prepare all development reports for the CEO to present to the Board of Directors and other agencies as appropriate.
- Involve board members directly in major prospect identification.

Qualifications

- A minimum of 5 years demonstrated professional fundraising experience.
- Bachelors' Degree in a relevant area plus fundraising coursework.
 - or
 - o Equivalent combination of education and experience.
- Proven experience in designing and managing donor relations.
- Proven track record of securing a broad range of funders including large gifts.
- Experience with developing and maintaining productive working relationships with board members and donors.

- Ability to make decisions and solve problems in a changing environment and anticipate future needs.
- Ability to work as a leader and as part of a team.
- Exceptional written, oral, interpersonal, and presentation skills and the ability to effectively interface with executive leadership team, board of directors, donors, and staff.
- Ability to operate as an effective tactical and strategic thinker.
- Bilingual Spanish and English preferred.
- Strong interpersonal relations skills.
- Ability to manage multiple priorities to ensure meeting deadlines.
- Ability to travel to various locations for meetings and events and work weekends or evenings as needed.
- Knowledge of domestic violence in the context of Latin@ communities preferred.

Working Conditions

- Casa de Esperanza strives for a fully inclusive work environment and expects all employees to fully accept all co-workers and clients regardless of race, age, language, country of origin, gender identity, or sexual orientation.

The above statements are not intended to encompass all functions and qualifications of this position; rather, they are intended to provide a general framework of the requirements of the position. Job incumbents may be required to perform other functions not specifically addressed in this job description.

To Apply

Send your resume and cover letter to Carol at czapfel@casadeesperanza.org.