Director of Advancement is responsible for working with the Executive Director, Board of Directors, and Fundraising Committee for planning and coordinating all aspects of fund development and public relations for Proyecto Juan Diego. Provide leadership on all fundraising initiatives including special events, major gifts, planned giving, sponsorships, donor cultivation, and Grants. Identify, organize, and manage fundraising activities with a focus on new opportunities to obtain ongoing and increased support from corporations, public and private organizations, faith communities, individuals, and Grants.

**Essential Functions:**

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.

1. Lead and perform all functions and activities within the guidelines and philosophy set forth in the organization, the specific goals and objectives, policies, mission, and vision of Proyecto Juan Diego.
2. Develop and implement a comprehensive written annual resource development plan with strategies for donors, prospects, and grants in each constituent group.
3. Take a leadership role in the successful execution of the above-mentioned development plan.
4. Build and maintain relationships with major donors of all types, develop strategies for solicitation, and solicit or coordinate the solicitation by other staff, board, or volunteers, as appropriate.
5. Lead development of materials related to fundraising/marketing in collaboration with other PJD Directors and Administrative Staff.
6. The Director of Advancement will collaborate with and support the Executive Director of PJD in selected fundraising efforts as directed by the Executive Director.
7. Oversee using research to develop, implement, and measure marketing strategies across multiple platforms.
8. Assist in incorporating marketing efforts into all PJD Departments.

Director of Advancement
9. Build and sustain working relationships and communication with community associations; advocates and coalitions; business leaders; lenders; grant funders; faith-based organizations and churches; school administrators, schools, universities, youth groups; and other institutions.

10. Progressive leadership in grant identification, writing, and implementation of grant proposals.

11. Responsible for achieving annual fundraising goals as set by the Board of Directors and the Executive Director.

12. Other duties as assigned by the Executive Director.

**Supervisory Responsibility:**

Supervises the Marketing and Media Specialist.

**Other Responsibilities:**

Duties, responsibilities and activities may change at any time with or without notice.

**Required/Preferred Education, Experience, and Skills:**

- B.A./B.S. preferred with an emphasis or concentration in business, marketing, public relations, or related fields.
- At least two to five years of professional development and fundraising experience required.

**Additional Eligibility Qualifications:**

None.

**Competencies/Skills:**


2. Good awareness of Business, Community, and Government Economics, effective administrative skills, good knowledge of fundamental finance and accounting skills, knowledge of business operations/logistics/organization, and operational performance. A creative, strategic, and forward thinker with the drive to work independently and in team settings.

3. Strong negotiator with highly developed interpersonal and relationship skills, including a demonstrated ability to work in a complex and matrix team environment. Must operate with a strong focus on teamwork, collaboration, and innovation

4. Must operate with a strong competency of Cultural effectiveness.
5. Experience working with underserved populations and with immigrant populations is preferred.

6. Experience and competence in various social media platforms and marketing strategies.

7. Strong internal and public communication skills are required. Ability to read, analyze, and interpret governmental and policy reports, publications, and professional journals. Ability to prepare presentations and documents for publication that conform to prescribed style and format. Must be able to speak effectively and respond to questions from diverse audiences.

8. Strong, collaborative business partnering with the internal leadership team will be required.

**Physical Demands:**

- Regularly required to speak and listen.
- Regularly required to sit, stand and (for long periods of time), walk.
- Must be able to walk about the office to access files, equipment, meet with staff, leaders, and visitors, etc.
- Ability to lift/move up to 25 pounds occasionally (It may be up to 10 pounds frequently).
- Occasionally ascends/descends a ladder.
- Reach with hands and arms.

**Travel:**

This position requires some travel, estimated at less than 15%.
Revised by:

Supervisor: ___________________________ Date: ______________

Human Resources: ___________________________ Date: ______________

Approved by:

Executive Director: ________________________________

Signature: ___________________________________ Date: ______________

The employee signature below constitutes the employee's understanding of the requirements, essential functions, and duties of the position.

Employee ___________________________ Date ______________________

PROYECTO JUAN DIEGO IS AN EQUAL EMPLOYMENT OPPORTUNITY EMPLOYER.