**Position:** Director of Development and External Communications

**Classification:** Exempt

**Schedule:** The Director of Development and External Communications should expect to work 40-hours per week in an office setting, or as many hours as required to complete the job. Work hours will primarily be during regular business hours, although flexibility is required for occasional evening and weekend hours.

**Direct Reports:** Four (4) direct reports.

**Agency Overview:** La Casa de las Madres (La Casa) is a California not-for-profit corporation established to provide services for battered women and their children. Founded in 1976, La Casa is San Francisco’s oldest domestic violence program, providing comprehensive supportive services through an Emergency Shelter, 2-24 hour hotlines, non-residential Community Programs, and Community Education and Outreach Programs serving women, teens and children survivors of domestic violence.

**Our Mission:** La Casa de las Madres’ mission is to respond to calls for help from domestic violence victims, of all ages, 24 hours a day, 365 days a year. We give survivors the tools to transform their lives. We seek to prevent future violence by educating the community and by redefining public perceptions about domestic violence.

**Position Summary:** Under the direct supervision of the Executive Director, the Director of Development and External Communications is responsible for implementing a multi-level advancement plan and is responsible for diversifying La Casa de las Madres’ funding. This includes developing, managing and administering La Casa’s fund development and community relations plan, as well as managing and overseeing the provision of La Casa’s outreach and education programming, and volunteer management. As a member of La Casa’s senior management team, the Director of Development and External Communications will help strategize the organization’s overall vision, growth and operations.

The ideal candidate for this position is an experienced and resourceful professional that is organized, highly motivated, and is committed to the mission, vision and values of La Casa de las Madres. They will be adept in creating powerful, compelling written and oral communication for fundraising, an engaging public speaker and an ability to convey complex ideas clearly and succinctly. Experience with grant-writing and individual donor development is highly desirable.

**Responsibilities:**

**Fundraising**
- Plan, implement and evaluate an annual Fund Development Plan in conjunction with the Executive Director and Board to meet the agency’s funding needs for financial sustainability and growth; prepare revenue analysis and projections with Finance department.
- Establish annual objectives and key results for La Casa’s development work; provide regular progress reports for Board and senior management.
- Develop strategic plans for existing and prospective major donors for cultivation and stewardship based on their philanthropic interests, past giving, capacity, and organizational allegiance.
- Lead a multi-level advancement plan that includes major donor, corporate and business, foundation, special event and direct mail efforts.

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Plan and implement events such as La Casa’s redHOT* party, workplace campaigns; as well as one-time events like golf tournaments, dine-out's, and third party events.

Manage application and ongoing reporting processes for all privately-funded grants.

Proactively identify opportunities to seek funding outside of philanthropic granting calendars; partner with senior management in identifying and pursuing new, innovative sources of revenue.

Coordinate all cultivation and solicitation activities including direct mail, major donor campaign, corporate campaign, foundation and government grants, and special events.

Ensure compliance with funder reporting and program requirements.

Build and maintain effective working relationship with the Board of Directors and other volunteers.

Manage information systems including a donor profile database and funder files.

Manage Development Department; provide supervision and support to the Development Associate, Development Assistant and the Contracts and Data Manager.

Communications & Marketing

Implement a community education and outreach plan that reaches diverse communities and priority populations with a three-pronged focus: 1) alerting community members to the services La Casa provides to individuals impacted by domestic violence, 2) redefining public perceptions about domestic violence and 3) teaching service providers and other community members how to identify aspects of healthy and unhealthy relationships.

Oversee all communication, marketing and brand standards, message discipline and use of brand elements.

Oversee agency’s media and public relations agenda and responses.

Oversee the design, implementation and timely production of annual report, agency newsletters, brochures and other marketing campaigns and publications.

Lead the development of content for educational programming regarding domestic violence for local agencies, businesses and schools.

Develop and implement La Casa’s awareness and education campaigns in conjunction with the Education and Volunteer Manager.

Manage Education and Volunteer department; provide supervision and support to the Education and Volunteer Manager.

Support Education & Volunteer Manager in all aspects of volunteer management, including recruitment, screening, hiring and placement of agency volunteers, and provision of 40-hour training for new staff and volunteers.

Build and maintain relationships with community organizations, funding sources, and other related agencies to further La Casa’s mission and increase agency visibility.

Oversee timely collection of project related data in compliance with contract and grant reporting requirements.

General Duties

Lead and manage development and outreach team, including: take an active role in hiring, evaluation, supervisory, training and disciplinary matters.

Cultivate and maintain external relationships with investors, funders and other community partners.

Uphold and ensure compliance with personnel policies and procedures.

Ensure implementation of daily operating procedures, safety protocols and administrative functions for program activities.

Other programmatic and administrative duties, including collecting and maintaining documentation for funding, statistical, compliance and clerical support as needed;

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Minimum Qualifications

- Bachelor’s degree in relevant field or equivalent experience.
- Five (5) years of executive/senior level experience as a Development Director, Communications Director, Marketing Director or similar.
- Experience in fundraising, leadership in cultivating individual and corporate donors, grant writing and management, direct mail, planned giving and special events.
- Proven track record in raising operating and capital funds.
- Commitment to the mission, vision and values of La Casa de la Madres.
- Outstanding written, verbal, and interpersonal communication skills.
- Experience and credibility when presenting materials to external audiences.
- Exceptional influence skills and ability to use convincing arguments, creating a win-win situation and responds appropriately to key stakeholders.
- Technical experience in managing fund development databases, Microsoft Office Suite.
- Experience in managing the development and production of publications.
- Experience in supervision of diverse staff and board relations; commitment to team work.
- Commitment to fostering collaboration and teamwork; ability to inspire and lead cross-functional teams.
- Cultural competencies working with diverse populations.
- Ability to meet multiple deadlines; demonstrated initiative, resourcefulness.
- Ability to work independently with minimal supervision and as part of a team.
- Clearance through DOJ Live scan fingerprinting may be required; La Casa de las Madres will consider applicants, including those with criminal histories, in a manner consistent with San Francisco’s Fair Chance Ordinance and
- Valid California Driver’s License, clean driving record and insurable under agency policy. Will consider non-driver.

Required Competencies: To perform the job successfully, an individual should demonstrate the following competencies in executing the essential functions of this position.

- Problem solving – identify and resolve problems in a timely manner by gathering and analyzing information skillfully.
- Interpersonal skills – maintain confidentiality, remain open to others’ ideas and exhibit a willingness to try new approaches.
- Managing Up - Ability to exercise good judgment and manage communications with supervisor and/or agency leadership.
- Oral communications – speaks clearly and persuasively in positive or negative situations.
- Written communications – edits work for spelling and grammar, presents numerical data effectively and is able to read and interpret written information.
- Planning/organizing – prioritizes and plans work activities, uses time efficiently and develops realistic action plans.
- Quality control – demonstrates accuracy and thoroughness and monitors own work to ensure quality.
- Adaptability – adapts to changes in the work environment, manages competing demands and is able to deal with frequent change, delays or unexpected events.
- Dependability – consistently at work and on time, follows instructions, responds to management direction and solicits feedback to improve performance.
- Safety and security – actively promotes and personally observes safety and security procedures, and uses equipment and materials properly.

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**Other Information:** The Director of Development and External Communications position is a full-time, exempt position. Work hours will be predominantly during regular business hours requiring some flexibility for occasional evening and weekend hours. Worksite will be at the offices of La Casa de las Madres in San Francisco.

**Compensation/Benefits:** DOE. Excellent benefit package includes: Kaiser/HSA health plan, dental, life insurance, long term disability, employee assistance program, employee funded 403(b) retirement plan with employer matching options, tuition reimbursement, and generous vacation and holiday plan.

**How to apply:** Send resume with cover letter to: hr@lacasa.org, or mail your cover letter and resume to: La Casa de las Madres - DD, 1269 Howard Street, San Francisco, CA 94103.