



Community Action Marin

Central Administration

Job Title: Vice President, Development

Reports To: Chief Executive Officer

Job Status: Salaried / Exempt

Job Summary: The VP, Development is responsible for developing and executing comprehensive fundraising strategies from diverse sources to grow the contributed revenue of the agency significantly. The VP, Development will establish clear fundraising goals for the agency and plan, implement, monitor, and evaluate strategies to achieve these goals. This position has two direct reports: the Marketing and Communications Manager and the Grants Administrator.

Primary Responsibilities

- Lead the creation and execution of a robust strategic Fund Development Plan, inclusive of marketing and communications strategies, designed to diversify annual revenue from contributed income sources, including individuals, foundations, and government.
- Leverage multi-channel fundraising, as well as sponsorship, individual and major donors, planned giving, and special events, to create a sustainable annual fund.
- Build a culture for philanthropy, internally and externally, that will attract staff, board members, and donors to the organization and inspire excellence in donor relations and fundraising.
- Write and manage execution of direct mail and online solicitations, in addition to regular constituent engagement pieces through both traditional and new media channels.
- Maintain Community Action Marin's donor database to ensure high integrity of data collection; work with staff to maintain prospect/donor records to ensure accuracy of information for contacts, biographies, meetings, gift entry, and acknowledgements.
- Build stewardship, cultivation, and solicitation strategies, engaging key staff and board members as appropriate in donor relationships.
- Coordinate donor meetings for the CEO and members of the board as necessary to gain and steward major donor relationships.
- Fully engage members of the board in fundraising activities. Along with the CEO, serve as liaison to board members and provide them with the tools, knowledge and personal interaction to become active partners in achieving the agency's development goals.
- Evaluate and implement internal systems, metrics, policies and procedures for efficiency and effectiveness for the agency's fund development efforts.

Qualifications

- High energy and passion for the agency's mission.
- Certified Fund Raising Executive (CFRE) preferred.
- Experience with Raiser's Edge preferred.
- Professional experience in nonprofit leadership, with demonstrated success achieving goals and working on an executive/leadership team.
- Familiarity with government grants, from writing to compliance.
- Tangible experience of having expanded and sustained existing donor relationships over time.
- Direct work experience training and supporting Boards in fund raising excellence and ethics.

- Exemplary communication skills, both written and oral; ability to influence and engage a wide range of donors and build long-term relationships.
- Strong organizational and time management skills with exceptional attention to detail.
- Deep understanding – and ability to articulate – the role equity, inclusion, and diversity plays in our work.

Physical Requirements

- Ability to sit, walk, and stand intermittently.
- Ability to reach over head, grasp, push and pull objects such as files and file cabinet drawers.
- Lifting, raising or lowering an object from one level to another (includes upward pulling)
- 10-25 lbs.
- Carrying: Transporting an object, usually holding it in the hands.
- Manual dexterity required for computer work.
- Ability to operate office equipment.