



## POSITION DESCRIPTION

<b>Director of Advancement</b>	
<b>Department: Advancement</b>	<b>Status: Regular Full-time, Exempt</b>
<b>Reports to: Vice President of Advancement</b>	<b>Last Reviewed: January 2025</b>
<b>Titles reporting to this role: Grant Manager, Grant Writer, Advancement Manager, Database System &amp; Constituent Relationship Management (CRM) Manager, Advancement &amp; Community Outreach Associate, Marketing &amp; Communications Manager</b>	<b>Next Review Date:</b>

### *Position Summary:*

Under the direction of the Vice President of Advancement, the Director of Advancement will lead Casa Central's fundraising, marketing, communications, and volunteer engagement efforts to support the Agency's mission and strategic goals. This position is responsible for developing and executing comprehensive fundraising and engagement strategies, including corporate, foundation, and government grants, individual giving, special events, volunteer programs, and in-kind donations. The Director will oversee the management of the Raiser's Edge donor database and CRM system, ensuring data integrity and providing insights for data-driven decision-making. The Director will work closely with internal teams, including program staff, the Senior Management Team, and Board of Directors, to build and nurture relationships with private and public supporters, driving funding growth and strategic partnerships. The Director will also lead the Emerging Leaders Auxiliary Board (ELAB) and corporate volunteer initiatives. They will provide oversight and strategic direction for all marketing and communications efforts, special events, and volunteer programming. This role plays a critical part in fostering donor stewardship and cultivating long-term relationships to increase the Agency's resources, expand its reach, and further its impact.

### **Essential Duties and Responsibilities**

Include the following, other duties as assigned:

#### *Strategic Leadership*

Develop innovative and strategic partnerships that will help to build a sustainable fund development program and increase the Agency's assets and footprint with existing donors, new prospective donors, lapsed donors, foundations, corporations, government agencies, and others while promoting the Agency's mission, vision and values. Develop best practice policies and procedures and set the standard for effective leadership, productivity, professionalism, and management by maintaining adherence to the Fundraising Code of Ethics and the Association of Fundraising Professionals (AFP) Donor Bill of Rights. Together, with the Vice President of Advancement, develop and execute the Agency's resource development plan and strategies as well as the Advancement budget. Support with the overall organizational strategic goals and objectives. Participate in committees and initiatives to roll out the agency's strategic plan as needed.

### *Relationship Building and Fundraising*

Lead the development and execution of a comprehensive fundraising plan and strategies to achieve specific gift-giving goals and meet the Agency's financial needs. Oversee the identification, cultivation, solicitation, and stewardship of all private and public supporters, including individuals, corporations, foundations, and government agencies. Manage and guide the fundraising portfolios of the Vice President of Advancement and the President and CEO, ensuring alignment and strategic coordination across all donor relationships. Manage a personal portfolio of donors, cultivating relationships to secure new, renewed, lapsed and increased contributions. Build and maintain relationships with current, lapsed, and prospective supporters to open opportunities that increase the Agency's assets. Work closely with program directors to understand the specific needs of each program, ensuring donor engagement and contributions are strategically aligned to support those needs. Implement stewardship systems that foster meaningful engagement, ensuring donors, volunteers, and in-kind supporters feel valued and connected to the Agency's mission.

### *Prospecting & Grants*

Provide strategic direction and oversight of all grants and grants management activities, fostering partnerships with corporations, foundations, churches, and government agencies to secure vital funding for the Agency's programs and initiatives. Lead the cultivation and stewardship of grantors, ensuring strong, long-term relationships that align with the Agency's mission and goals. Oversee the development and management of a robust prospect pipeline, guiding prospect research, outreach, and the preparation of grant proposals and reports that meet funder guidelines and criteria. Provide guidance and oversight for the management of the full lifecycle of grants, from application to compliance, including contract development, negotiation, and integration of requirements within the Agency's operations. Organize agency tours, coordinate grantor site visits, and represent the Agency at grantor events and meetings, strengthening connections and showcasing the impact of grant support.

### *Database CRM and Data Systems*

Provide strategic oversight and direction for the management and optimization of the donor database and fully integrated CRM system (Blackbaud Raiser's Edge). Accountable for all database operations, data governance, and integration processes. Ensure the CRM system is tailored to advance fundraising and communication strategies, maintain the integrity and security of donor data, and support informed decision-making through robust analytics and reporting. Oversee the integration of auxiliary systems for donor relations, stewardship, event management, wealth screening, and financial reconciliation, while fostering seamless data flow between Advancement, Finance, Operations, and Program teams.

### *Marketing Communications and Event Management*

Oversee all aspects of marketing, communications, and event management to advance the Agency's mission and achieve organizational goals. Direct the development and execution of integrated marketing and communications strategies that promote the agency, educate stakeholders, and highlight the impact of its programs. Ensure brand consistency across all internal and external platforms by establishing uniform brand guidelines and written policies, while providing guidance to program areas on marketing, communications, and public relations efforts. Direct the production of key agency publications, including annual reports, and spearhead the development of annual fundraising themes and campaigns. Direct all agency special events, including the Annual Gala, Spring/Summer Event, Holiday Magic, and program-specific events such as the Back-to-School event, Health Fair, and Harvest Fest. Lead all event planning, budget development, contract

negotiation, and vendor relationship management to ensure cost-effective and impactful events. Collaborate with internal departments to align event goals with organizational priorities and create meaningful experiences for donors, community members, volunteers, board members, and other stakeholders. Lead efforts to cultivate “brand ambassadors” among the Board of Directors, ELAB, and staff to extend the Agency’s reach and impact.

### *Volunteer Program*

Lead the planning and direction of a comprehensive volunteer program that engages existing and prospective volunteers to create a meaningful impact for the Agency’s programs. Direct and oversee the Emerging Leaders Auxiliary Board (ELAB), developing membership plans, creating policies and a membership charter, and facilitating meetings to drive engagement and support for the Agency’s mission. Work closely with ELAB members to strengthen their volunteer involvement and fundraising efforts. Direct and oversee corporate volunteer projects and activities, fostering strong relationships with community and business partners to expand the Agency’s volunteer base and deepen their connection to the work. Implement strategies to transition volunteer engagement into donor relationships, cultivating a pipeline that encourages volunteers to become active contributors to the Agency’s financial sustainability and growth.

### *Goals, Budget and Metrics*

Work closely with the Vice President of Advancement to set fundraising budget goals and metrics, aligning them with the Agency’s strategic priorities. Utilize data from the donor database and other sources to identify trends and inform fundraising strategies. Generate reports that support data-driven decision-making, ensuring that insights are used to refine and improve fundraising efforts. Track the performance of special programs, events and campaigns, measuring progress against established metrics and goals. Create and manage regular reports to assess the outcomes of donor/volunteer engagement and the overall growth of fundraising efforts, ensuring they are on track and aligned with the Agency’s goals.

### *Board Commitments*

Collaborate with the Vice President of Advancement and the President/CEO to provide strategic guidance to the Board of Directors, identifying opportunities for board engagement, including introducing network connections, prospective funders, and fundraising opportunities. Direct and supervise the management of the Emerging Leaders Auxiliary Board (ELAB), ensuring their active involvement in the agency’s mission and fundraising initiatives. Prepare standard metrics and reports for regular Advancement Committee and Board of Directors meetings, keeping them informed on progress and key developments. Cultivate relationships with members of the Emeritus Advisory Board, identifying opportunities to engage them in supporting the organization’s goals.

### *Compliance and Memberships*

Ensure compliance with charitable trust requirements of the State of Illinois in collaboration with members of Senior Management as well as IRS requirement of donor communications and donation reporting, when applicable.

### **General Requirements:**

Sensitivity to cultural diversity is required. Will be subject to pre-employment screening that includes a medical, lift and drug and alcohol screening, as well as aptitude and skills’ testing, where applicable.

### **Education/Experience:**

Must possess, as a minimum, a bachelor’s degree in a Business-related field. Master’s Degree preferred. Proven success in resource development in the nonprofit sector, with a minimum of 3

(three) years of experience in nonprofit resource development and marketing oversight. Knowledge of philanthropic community in Chicago preferred. Ability to travel locally with some overnight regional travel.

**Language Skills:**

Bilingual Spanish preferred.

**Vehicle and License:**

Must have a valid Driver's License Class D, up to date vehicle insurance coverage, and completed Motor Vehicle Report in order to drive on behalf of the agency when conducting business for the agency. Must possess a personal vehicle for business use.

**Computer Literacy & Knowledge Skills Abilities:**

Proficiency with Microsoft Office software including Word, Excel, PowerPoint. Knowledge of Blackbaud Raisers Edge NXT Pro donor database preferred.

**Mathematical Skills:**

Basic skills as needed to work with fiscal matters, budgets, and expense reports.

**Operating Environment and Working Relationships:**

Is an integral member of the Resource Development team involved in fundraising efforts, stewardship of donors and agency supporters, and developing and disseminating information about agency work to outside audiences. Works collaboratively and routinely with all Casa Central Programs and departments.

**Decision Making Authority:**

Exercises discretion, independent judgment in executing tasks. Strong critical thinking skills and ability to conceptualize and execute strategies to meet goals.

**People Management:**

Exceptional interpersonal skills. Ability to establish and cultivate relationships with others both internally and externally, to achieve organizational goals. Ability to lead and motivate a team of dedicated professionals. Strong judgment and problem-solving skills.

**Remote Work/Technology (WIFI)/Mobile Phone Reimbursement:**

Eligible for remote work and requires the use of personal mobile phone. Reference Casa Central's Flexible Work Arrangement Policy for reimbursement information.

**Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. While performing the duties of this job, the employee is regularly required to sit, talk, and hear. The employee frequently is required to use hands. Must be able to lift and carry up to 25 lbs.

**Work Environment:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

**Disclaimer:**

The statements herein are intended to describe the general nature and level of work being performed by the employee in this position. The content of this job description is not intended to be constructed as an exhaustive list of all responsibilities, duties, and skills required of a person in this position.

**I acknowledge and understand that:**

Receipt of the position description does not imply nor create a promise of employment, nor an employment contract of any kind, and that my employment is at-will.

- The job description provides a general summary of the position in which I am employed, that the contents of this job description are job requirements and, at this time, I know of no limitations which would prevent me from performing these functions with or without accommodation. I further understand that it is my responsibility to inform my supervisor at any time that I am unable to perform these functions.
- Job duties, tasks, work hours and work requirements may be changed at any time.

**Employee Signature/ Firma de Empleado:** \_\_\_\_\_

**Date/ Fecha:** \_\_\_\_\_

