



Job Posting - Chief Development Officer

With a team of caring and committed individuals and hundreds of dedicated donors, developers, service partners and universities, **Project Access** is working to provide families the tools needed to break the cycle of poverty by becoming healthier, further educated, and financially stable. Project Access works with affordable housing developers/owners in a partial fee-for-service relationship to bring free services to residents within the affordable housing community. This partial financial commitment and in-kind donation of space allows Project Access to bring additional resources together to develop comprehensive programs at our Resource Centers (in 11 states and growing) and offer a variety of programs and services to address individual and community needs. To learn more about Project Access please visit <https://www.project-access.org>.

In consultation with CEO & President, the **Chief Development Officer** provides strategic leadership and oversight to the Fund Development and Marketing functions to meet organizational needs as Project Access continues to grow. This position is responsible for raising \$2M in support of a \$7M budget in 2019. Responsibilities include, but are not limited to: plan, coordinate and implement strategies to develop donors and contributions; develop and maintain appropriate systems for fund development including but not limited to donor management, research and cultivation, gift processing and recognition; maintain accountability and compliance standards for donors and funding sources; and participate as a member of the senior leadership team to formulate and implement policies and plans to meet the organization's short and long term goals.

A significant amount of time (approx. 40%) will be spent traveling within CA and throughout the continental U.S. to meet and tour donors and funders, attend and participate in speaking engagements, and visit Project Access Resource Centers.

This is a full-time, exempt position. Project Access provides a generous benefits package and pays 100% of the employee's medical plan, dental, vision, life insurance and EAP premiums; provides Paid Time Off, 12 paid Holidays, and a 401(k) plan with an employer match of up to 4%.

TO APPLY: please email your cover letter and resume to humanresources@project-access.org with "CDO" in the subject line. Your cover letter should summarize how the position and organization meets your qualifications and interest.

POSITION RESPONSIBILITIES:

Fundraising

- Lead, manage, and direct the funding/revenue base for the organization, generating a comprehensive strategy that identifies prospects, donors, business, and community partners to enhance the short- and long-term diversified funding base.
- In consultation with the CEO & President, implement the current Fundraising Plan and create a future Fundraising Plan that details strategy, funding sources, tactics, targets, timelines, direct and indirect costs, and projected income.
- Identify, recruit, cultivate, nurture and solicit financial support from new individuals, foundations, and corporations, and maintain ongoing relationships with these new donors.
- Retain and upgrade gifts from existing donors.

- Implement a Major Gifts giving strategy including creation and management of a caseload of prospects with the capacity to make substantial gifts.
- Reinstate and manage the Planned Giving Program
- Secure sponsorships, corporate sponsors, and solicit attendees for all events. Develop event committee members.
- Educate and motivate the Board of Directors and other volunteer leaders to be active in identifying, cultivating, and soliciting prospective donors.
- Provide the Board, volunteer leaders, and CEO & President with adequate support and tools to engage in fundraising. Partner with the Board of Directors and CEO & President on large asks, as appropriate.
- Oversee all fundraising campaigns (Annual Campaign, Back to School, Spread the Joy).
- Oversee corporate gift program and develop a strategy for securing new corporate gifts nationwide; grow the Adopt-A-Center program.
- Oversee grant and foundation funds; develop new prospects/lists; steward and cultivate all grantors.
- Facilitate grant strategy meetings with programs team and CEO as needed.
- Secure volunteers where needed to support corporate office and major potential gift donors.
- Oversee the Donor Recognition Program and manage donor benefits, donor recognition, and stewardship.
- Oversee planning, management, and implementation of fundraising events.
- Oversee plan for growing the Volunteer Program to assist Project Access with fundraising efforts.
- Oversee the maintenance of the donor database and giving history. Monitor all donor information and present statistical analysis on regular basis.

Marketing & Special Events

- In consultation with the CEO & President, create a donor-focused Marketing Plan that details objectives, strategies, and tactics for executing marketing and promotional activities and promotes the value of Project Access and its mission.
- Work with the CEO & President, Development Department staff, and contracted organizations to implement the Marketing Plan which addresses branding, public relations, advertising, social media, website, events, on-line marketing, direct mail, networking and promotions.
- Oversee vendors for whom marketing and public relations tasks have been outsourced.
- Ensure continued relevance and applicability of key messages for targeted groups.
- Target new potential donors (and increase brand awareness) by coordinating and executing speaking engagements with local networking, service and other organizations.
- Maintain the Project Access style guide.
- Oversee all special event and planning; produce prospect lists, plan and cultivation plans pre-events to secure aligned attendees.
- Oversee all aspects of fundraising events (2-3 major and 2-3 smaller per year) and contract with specialized vendors, as appropriate.
- Oversee the development of collateral materials for print, electronic, and on-line media, including marketing brochures, communications, and press releases. Update, print and distribute collateral materials including organizational brochures, letterhead, note cards, labels, press kits, Resource Center Service posters and flyers.
- Oversee the website content insuring that information is dynamic, current and continues to draw donors to the site.
- Oversee the social media message channel, website, and redesign of messaging.
- Oversee the design and creation of print and electronic fundraising materials and publications.
- Work with Business development team to align developer target market.
- Oversee the development of the annual reports, including the owner-specific reports and annual letters produced donor base wide.

Strategic Leadership and Management

- Translate broad goals into achievable steps. Help set and manage appropriate expectations.
- Continue to raise the public profile of Project Access by serving, as a spokesperson and advocate for the organization as well as a being a visible, visionary and influential leader and fundraiser in the community.
- Oversight of all relevant budget lines and participate in annual budget process.
- Oversee and manage relationships with external resources, such as contractors, vendors, committees, volunteers, etc., that support efforts under this position's purview.

QUALIFICATIONS (Required Education/Experience/Skills/Certifications):

The ideal candidate will have the talent to inspire and motivate staff and Board members to achieve new levels of fundraising and to raise the bar on current expectations. The candidate will have a solid history of fundraising and will have an extensive network he or she can leverage to get off to a fast start in this position.

- A Bachelor's Degree in Business Administration, Marketing, Public Relations, or related field
- Preferred - a Master's Degree and CFRE
- A minimum of seven years of professional fundraising experience and at least five years of management experience
- Possess a proven history of closing major gifts from corporations, foundations, and individuals
- Experience operating in a collaborative development environment and leading a high performance team
- Excellent relationship and interpersonal skills required to function effectively among donors, volunteers, members, board members, and colleagues
- A track record as an exceptional communicator in writing as well as verbally; adept at writing solicitation letters, donor correspondence, and able to make presentations and inspire donors to action.
- A "doer" with a willingness to work hands-on in developing and executing a variety of marketing and development activities
- Experience contracting with and managing vendors and contractors
- Proven ability to work independently, exercising initiative to keep supervisors and other staff and board members informed
- Experience working in a data-driven and process-driven organization
- Proven ability to maintain confidentiality and use good judgment, discretion, and sensitivity
- Demonstrated knowledge of donor databases and gift recording used for fund-raising programs.

The above list of job duties is not exclusive or exhaustive and the job holder will be required to undertake such tasks as may reasonably be expected within the scope and grading of the position.

Equal Opportunity: Project Access, Inc. is an at-will and equal opportunity employer and seeks to employ and assign the best qualified personnel in a manner that does not discriminate based on race, color, religion, gender, marital status, age, national origin, physical or mental disability, sexual orientation, veteran/reserve and National Guard status or any other status or characteristic protected by law.