



JOB DESCRIPTION

DIRECTOR OF DEVELOPMENT
COMMUNITY ACTION MARIN

SAN RAFAEL, CA

COOK SILVERMAN SEARCH

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ABOUT COMMUNITY ACTION MARIN (CAM)

When President Lyndon Johnson declared the "War on Poverty," it led to the passage of the Economic Opportunity Act of 1964 and the Community Action Movement. Programs were implemented to provide services to help move low-income Americans toward self-sufficiency. Today, there are more than 1,200 Community Action Agencies across the country that connect millions of children and families to greater opportunity.

Community Action Marin was founded in 1966 with an initial \$40,000 federal grant. In 1967, the Marin County Board of Supervisors designated Community Action Marin as the county's official antipoverty agency, with a mandate to work to eliminate the causes and consequences of poverty in Marin County. Now, the agency is a leader on efforts to create systems change for racial and economic justice alongside its provision of direct services.

For the past 50 years, Community Action Marin has been implementing innovative programs and powerful collaborations that help Marin residents to thrive. The agency makes it possible for people to achieve well-being by providing the education, mental health, and vital services they need. Together, we break down the barriers that get in the way of fair and lasting change in service to better outcomes for all. Last year, Community Action Marin reached over 7,000 unduplicated households and more than 20,000 people across a breadth of 19 programs under five service areas, including Safety Net, Economic Opportunity & Workforce Development, Children and Family Services, Mental Health, and Equity Initiatives.

The agency has grown contributed income and community partnerships significantly over the past three years and now needs a senior professional with a solid foundation of success as an accomplished and creative advancement {fundraising and marcom} and external relationships professional. Its network of community partners, staff, supporters, and donors will be guided to best leverage their passion and strengths in service of a mission to alleviate the causes and consequences of poverty.

Today, Community Action Marin carries its mandate forward as the largest non-profit social services provider in the county with a budget of \$20M and over 200 employees.

To learn more, please visit www.camarin.org/

POSITION OVERVIEW

The Director of Development is responsible for developing and executing comprehensive fundraising strategies from diverse sources to grow the contributed revenue of the agency. The Director of Development will establish clear fundraising goals for the agency working alongside the CEO and will plan, implement, monitor, and evaluate strategies to achieve goals. This position has two direct reports, the Marketing and

Communications Manager and the Grants Administrator. A variety of pro bono supports, and contracted resources supplement the team in key areas, notably story generation, social media, graphic design, and marketing/communications. Depending on the experience and desire of the candidate, the position may be part of the Executive Team.

REPORTING RELATIONSHIPS

Position reports to the VP of Strategic Partnerships and manages two talented development staff. Position works with members of the Board and other volunteers on their fundraising goals and objectives.

PRIMARY RESPONSIBILITIES

- Working with the Director of Development and CEO maintain and grow a portfolio of 150 donors and prospects capable of giving \$5,000 or more annually, including individual and family foundations.
- Identify, cultivate, solicit, and steward individual major and legacy gifts.
- Leverage multi-channel fundraising, as well as sponsorships, individual and major donors, planned giving, and special events, to create a sustainable annual fund
- Support Board members, VP and CEO with their major gift prospects a donor solicitation and legacy donor responsibilities, including crafting strategies for solicitations and accompanying them on solicitation calls as appropriate.
- 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 in Raiser's Edge 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 with Finance/CFO and VP to ensure appropriate gifts, contracts, and grants processes and accounting.
- Evaluate and implement internal systems, metrics, policies, and procedures for efficiency and effectiveness for the agency's fund development efforts.
- Perform other related duties as assigned.

QUALIFICATIONS

- Commitment and passion for the agency's mission
- Bachelor's degree and Certified Fund-Raising Executive (CFRE) preferred
- Ethical leadership required as given in the International Statement of Ethical Principles in Fundraising
- Experience with Raiser's Edge preferred; fund raising software knowledge required
- Seven years' experience in progressively challenging fundraising roles
- Professional experience in nonprofit leadership, with demonstrated success achieving goals
- Comfort with public speaking and direct solicitations
- Tangible experience of having expanded and sustained donor relationships over time
- Direct work experience training and supporting boards in fund raising excellence

- Exemplary communication skills, both written and oral; ability to influence and engage a wide range of donors
- 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

SALARY OR SALARY RANGE

The salary range for this position is \$110,000 to \$120,000 plus full benefits.

To demonstrate our commitment to equity and equal pay for all, Cook Silverman Search will continue to post salary ranges on all of its job descriptions moving forward. The practice of not posting salaries perpetuates the gender wage gap and discriminates against people of color by causing individuals to negotiate from a disadvantaged starting point.

TO APPLY

To apply for this position, or for additional information on the opportunity, please send a copy of your resume with a cover letter to Victoria Silverman at apply@cooksilverman.com.

All applications and inquiries will receive a response and be kept strictly confidential.

CAM is an Equal Opportunity Employer.