

**Division:** Advancement & Public Strategies

**Job Status:** Full Time

**FLSA Status:** Exempt

**Reports To:** Interim/President & CEO

**Local Travel:** up to 30% - 50%

**Work Model:** Hybrid

**Direct Reports:** Yes

## **POSITION SUMMARY**

The Chief of Advancement & Public Strategies Officer (CAPSO) position encompasses both advancement (fundraising, donor relations, development) and public strategies (marketing, communications, public relations, government relations, volunteers, and community engagement).

The Chief of Advancement & Public Strategies partners closely with the Interim/President & CEO and the Board of Directors in all development and fundraising endeavors. As an executive team member, the CAPSO will help drive HAWC's mission and lead a staff of 10 to operationalize the organization's advancement and public strategies in alignment with the strategic plan.

This role is responsible for designing and implementing a comprehensive plan for setting strategic direction for the division and providing day-to-day oversight and management of all advancement and public strategies operations and develops and implements long-term and annual fundraising plans including but not limited to major gifts, grant solicitations, in-kind resources, special events, annual campaigns, community partner events, planned giving, and charitable estate planning.

### **Work Schedule:**

Monday- Friday, evenings & Saturdays as needed

Core hours: 8-5PM, 8:30-5:30PM or 9-6PM

Hybrid

**Salary:** \$170,000 annually

## **Essential Job Duties**

### **Fundraising and Development:**

- Work to foster a culture of philanthropy within the organization, engaging the board, staff, and volunteers in fundraising efforts. They develop and implement strategies to increase donor engagement and retention.
- Responsible for establishing and implementing the infrastructure needed to grow in the first year a \$8M budget through the solicitation of major gifts, special events, and corporate and foundation support. To begin, priority will be given to cultivating and retaining recurring donors

and a strategy that is inclusive of diverse revenue streams, division operations and the development of a corporate and foundation relations program.

- Oversee all activities related to identification, cultivation, solicitation, and stewardship of annual, major, and planned gifts from board, friends, corporations, and foundations.
- Builds a robust pipeline of potential donors through effective research and networking.
- Expands and diversifies HAWC's donor base/pipeline and partners closely with division team members to secure funding for new initiatives and significantly increases funds raised year over year.
- Forges new relationships to build HAWC's visibility, impact, financial resources and sustainability.
- Creates a programmatic fundraising model, inclusive of corporations and foundations, individual major gifts, annual giving, and donor communications.
- Assists with the recruitment of board members for involvement in fundraising and fund support; help train board members on effective fundraising practices.
- Collaborates with board members, board committees, and staff on locating and cultivating funding opportunities.
- Collaborates with colleagues across the organization and board members to leverage existing organizational relationships
- Monitors division's budget, expenses and analyze Raiser's Edge donor reports.
- Informs President and CEO and Board of philanthropic trends, issues and opportunities.
- Partners collaboratively with the CEO to design strategies for major gifts program, annual fund, planned giving, special events and capital campaigns.
- Maintains accountability standards to donors and ensures compliance with code of ethical principles and standards of professional conduct.
- Prepares regular reports on progress, budgets, receipts and expenditure related to fundraising and the management of the fund development activities.
- Creates annual fundraising projections based on historical performance, current capabilities, and future economic trends.

#### **Internal & External Relations:**

- Identifies challenges and emerging issues faced by the organization. Work with leadership teams and staff to recognize internal and external communications opportunities and solutions and define and execute appropriate media and communications strategies to support them as needed.
- Manage relationships with stakeholders, including media, government agencies, community leaders, and the public to enhance the organization's reputation and reach.

#### **Marketing and Communications:**

- Develops and implements an integrated strategic communications plan to advance HAWC's brand identity; broaden awareness of its programs and priorities; and increase the visibility of its programs across key stakeholder audiences relative to the strategic direction.
- Helps foster a positive reputation and ensures transparent, consistent communication both within the company and to the public.
- Helps ensure that the company's messaging stays consistent, professional, and impactful, which is crucial for maintaining a strong brand image.
- Responsible for board, constituent and stakeholder communications.

- Develops crisis communication
- Oversees team implementation of strategic communication plans, media relations, social media, branding, and public relations efforts and ensures they provide internal departments with marketing collateral and communications guidance and branding.

#### **Leadership and Team Management:**

- Establishes and monitors staff performance and development goals, assign accountabilities, set objectives, establish priorities, conduct annual performance appraisals, and administer salary adjustments.
- Promotes a culture of high performance and continuous improvement that values learning and a commitment to quality.
- Leads, mentors, and develops staff using a supportive and collaborative approach on a consistent basis.

#### **Cross-Functional**

- Work closely with CFO to ensure that the organization financial goals are met by developing revenue strategy and budgetary goals for financial sustainability and plan for scaling the growth for increased client capacity.
- Interfaces with the Chief Financial Officer and the Accounting Department to ensure that accurate and timely financial reporting occurs.
- Ensures compliance with all relevant board policies, grantor/donor regulations and laws.
- Provides training to staff and volunteers regarding best practices in development in support of the agency's needs.
- Ensures that all employees in department or program understand these and work accordingly
- Performs other related duties as assigned

#### **Strategic Partnerships, Volunteers & Donors**

- Creates and maintains relationships with donors in the \$50,000 to \$100,000 gift range, including identification, strategy development, cultivation, solicitation, data tracking, and stewardship.
- Manages appeal strategies and follow-up.
- Oversees the gift acknowledgment, tracking, stewardship and cultivation processes for all donors.
- Directs the management and maintenance of all database and recordkeeping functions for the department.
- Ensures donors' restrictions and preferences are accurately documented and communicated to fiscal department.
- Oversees team's pledge entries, billing, and reporting processes. Ensures team collects on past due pledges.
- Develops a successful fundraising strategy with volunteers and oversees team implementation.

#### **POSITION QUALIFICATIONS**

**Education:** Bachelor's Degree required; Master's degree or CFRE strongly preferred

#### **Experience:**

Ten years professional fundraising or directly related experience

Five years' experience in a management/leadership role

**Abilities:**

- Proven track record of raising \$8-10M annually and has a solid network and pipeline of donors
- Proven ability to create a culture of philanthropy within the organization by engaging all staff and internal agency constituents to assist in meeting development goals
- Proven track record of successful major gift cultivation and solicitation
- Excellent verbal and written communication and presentation skills
- Proven ability to build effective relationships and networks for sponsorship, etc.
- Proven ability to oversee and coordinate fundraising special events.

**Computer Skills:**

- Working knowledge of Microsoft Office - Word, Access, Excel and PowerPoint
- Working knowledge of Microsoft TEAMS environment and ability to work effectively virtually in a hybrid work model
- Experience in donor management software – Raiser's Edge

**Certificates & Licenses:** CFRE preferred. Possess a valid Texas driver's license, reliable means of transportation.

**COMPETENCIES**

- Accountability - Ability to accept responsibility and account for his/her actions.
- Adaptability - Ability to adapt to change in the workplace.
- Analytical Skills - Ability to use thinking and reasoning to solve a problem.
- Business Acumen - Ability to grasp and understand business concepts and issues.
- Communication, Oral and Written - Ability to communicate effectively with others using the spoken word; ability to communicate in writing clearly and concisely.
- Professional and effective presentation and media presence
- Creative - Ability to think in such a way as to produce a new concept or idea.
- Coaching and Development - Ability to provide guidance and feedback to help others strengthen specific knowledge/skill areas.
- Ethical - Ability to demonstrate conduct conforming to a set of values and accepted standards.
- Goal Oriented - Ability to focus on a goal and obtain a pre-determined result.
- Initiative - Ability to make decisions or take actions to solve a problem or reach a goal.
- Leadership - Ability to influence others to perform their jobs effectively and to be responsible for making decisions.
- Relationship Building - Ability to effectively build relationships with community and co-workers.

**Other Requirements**

- Understanding and sensitivity towards the issues of sexual and domestic violence.
- Ability and willingness to work evenings and weekends as needed

**PHYSICAL DEMANDS**

- Although most duties can be accomplished from a seated position with occasional walking and standing, the incumbent may need to squat or bend, reach outward or upward to effectively discharge job duties.
- Job incumbent must be able to lift/carry and/or push/pull up to 40 lbs.
- Job incumbent must be willing to travel to off-site locations of events and meetings

**WORK ENVIRONMENT:**

The Houston Area Women's Center works to end domestic and sexual violence and supports all in building safe and healthy lives through advocacy, counseling, education, shelter and support services.

**ESSENTIAL FUNCTIONS STATEMENT:**

The Houston Area Women's Center has reviewed this job description to ensure that essential functions are included with the duties and responsibilities. To perform this job successfully, an individual must be able to perform the essential duties satisfactorily. Reasonable accommodation may be made to enable qualified individuals with disabilities to perform the essential functions.

**REVIEW AND APPROVAL:**

This job description is intended to provide guidelines for job expectations and the employee's ability to perform the position described. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities. Additional functions and requirements may be assigned by supervisors as deemed appropriate. This document does not represent a contract of employment, and the agency reserves the right to change this job description and/or assign tasks for the employee to perform, as the agency may deem appropriate. Should such duties become routine, the position will be reviewed and revised.

Employee Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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