



CASA OF THE SOUTH PLAINS, INC. JOB POSTING

TITLE: Development & Events Manager

DATE: June 2018

CLASSIFICATION & STATUS: Non-Exempt – Full Time

REPORTS TO: Executive Director

PRIMARY RESPONSIBILITY: The Development & Events Manager reports to the Executive Director (ED) and assists with planning, organizing and directing efforts to increase funding levels in support of CASA of the South Plains' mission. The Development & Events Manager will also work closely with the Marketing & Communications Director, the Public Affairs/Development Committee, CASA Board members and/or other fundraising volunteers. The Development & Events Manager is primarily responsible for individual and corporate partnership opportunities including: identifying funding sources, stewarding major donors and corporate sponsorships, and managing the Heroes for Hope monthly giving program. The Development & Events Manager, along with the ED and Marketing & Communications Director will share responsibility for achieving the annual development target by responding to donor requests, donor solicitation, stewardship of individual and corporate donors, and execution of events. The Development & Events Manager has primary responsibility for working with the ED in designing and implementing a strategic and comprehensive fundraising program to secure financial support from a variety of sources in order to meet CASA of the South Plains' mission and achieve its vision. The Development & Events Manager collaborates with all parts of the organization, including the program team, finance, grants, data, recruitment, and communications/marketing. The Development & Events Manager ensures all pieces of CASA's fundraising operations are functioning at the highest level, meeting approved timelines and budgets.

ESSENTIAL RESPONSIBILITIES & DUTIES:

1. Strategy & Leadership:

- a. Analyze CASA's fundraising efforts and make recommendations for changes to increase effectiveness. Research and stay current on best practices in the development field.
- b. Assist in reviewing and creating overall development strategies, procedures, programs and policies to help achieve financial goals.
- c. Support the ED in providing guidance and assistance to the Board of Directors and other fundraising volunteers so that their fundraising efforts are successful. Ensure fundraising volunteers have the training, encouragement and resources they need to be successful fundraisers.
- d. Collaborate effectively with all functions of the organization, building positive and productive relationships internally. Ensure the CASA staff understands the fundraising goals and plans of the organization.

- e. With the ED, develop the annual fundraising plan in the fall of each year for the following year and ensure it is appropriately executed. Ensure the plan includes all aspects of philanthropic revenues for CASA (i.e. online, peer-to-peer, grants); collaborate with necessary parties to ensure cohesive fundraising for CASA.
 - f. Ensure that CASA's fundraising efforts meet the highest possible standards of ethics and donor privacy.
2. Donor Management:
- a. Effectively cultivate and steward a portfolio of mid-level and major donors, moving those relationships forward, as appropriate, toward gifts for CASA's mission. Ensure the Heroes for Hope monthly donors are effectively recognized and stewarded.
 - b. Oversee a focused corporate giving program.
 - c. Make at least two personal visits with donors or prospective donors per week, on average.
 - d. Collaborate with, and support, the ED in successfully managing her portfolio of donors.
 - e. Ensure appropriate strategies are developed and carried out to consistently increase CASA's philanthropic revenue from individual, organizational and corporate donors, including through multi-year pledges and special events.
 - f. Work with the ED to identify potential donors through research, contact with existing donors and other internal and external resources. Maintain and update the donor database system to track all donor activity.
 - g. Solicit new and steward existing donors and prospects through relationship building, meetings and presentations. This may be done in conjunction with staff and/or board members.
 - h. Implement fundraising efforts in collaboration with the ED and Marketing & Communications Director by targeting individual donors and corporate partnerships.
 - i. Expand and diversify CASA of the South Plains' donor base/pipeline, working collaboratively with internal and external team members to secure funding.
 - j. Position CASA in front of major funding changes and trends through ongoing research of funding sources and trends.
 - k. Collaborate with the ED, Marketing & Communications Director, Chief Program Officer and team to create and execute a successful Annual Appeal.
3. Events Management:
- a. Assist with recruitment, planning and implementation of events with a focus on new individual donors.
 - b. Manage solicitation and stewardship of sponsorships for all events as part of an overall corporate partnership initiative.
 - c. Perform post event wrap-up including committee meetings, volunteer and participant evaluations, budget assessments, credit card payments, invoice preparations and financial reconciliations.
 - d. Prepare, organize, collaborate, and execute all events with help from the ED and the Marketing & Communications Director.
 - e. With the ED and Marketing & Communications Director, ensure CASA's special events are carried out in an effective, organized, timely fashion, with attention to donor and participant experience, maximizing revenues, and adherence to approved expense budgets. Provide appropriate support to the Marketing & Communications Director and to event planning committees.

4. Gifts Administration:

- a. Manage all campaigns through the use of welcome letters, renewal letters, annual gifts and other appropriate follow-up.
- b. Work with Marketing & Communications Director to develop messaging and write quarterly update emails for the ED and quarterly donor e-newsletters.
- c. Maintain, manage and analyze data from the donor database and other sources to determine donor retention, future donor prospects and other data analysis as needed.
- d. Track and manage all multi-year pledges and pledge payment reminders.
- e. Maintain current prospect and partner records in the donor database system and provide appropriate reporting as necessary.
- f. Ensure proper data collection for each event, including income/expense information, monetary/in-kind donor records, ticket sales, and committee/volunteer contacts.
- g. Utilize the CASA databases to manage all event information including reservation/ticket sales, auction items, donations and attendee information.
- h. Ensure donor acknowledgements are provided, ensure timely and accurate data entry, and support the team through data reporting and analysis.
- i. Annually prepare and send all end of year donation acknowledgements for tax purposes.
- j. Work with the ED and CASA's CPA to appropriately track and report information for all agency related financial purposes.

5. Grants Management:

- a. Research and evaluate prospective and current funders on an ongoing basis.
- b. With the Grants Team (Executive Director and Chief Program Officer), prepare and submit grant applications, proposals, contracts, program outcome updates, and reports on an ongoing basis.
- c. Maintain accurate records of grant-related information in the donor database, grants calendar, and grant files.
- d. Develop compelling case statements and client success stories to use in grant requests and create, edit and maintain boilerplate narratives as needed.
- e. Collaborate with the Grants Team to match budgeted program needs with existing and new funding opportunities.
- f. Monitor grant requirements and share with the Grants Team and other key staff to ensure outcomes stated in proposals remain appropriate and achievable.
- g. Acquire and maintain sound knowledge and understanding of the organization to better comprehend projects and programs for which grants will be sought.
- h. Keep in contact with grant-making organizations during their review of a submitted grant application in order to be able to supply additional supportive material.
- i. Work with Executive Director and Chief Program Officer on recurring and new grants from governmental sources, including but not limited to Crime Victims' Compensation and Victims of Crime Act (through Texas CASA) and Office of the Attorney General.

6. Community Awareness & Partnerships:

- a. Represent CASA of the South Plains positively in a variety of settings. As needed or requested, serve as CASA of the South Plains' liaison to appropriate community stakeholders or groups.
- b. Be an ambassador for CASA at events, specialized third party events and community tables.
- c. Set and attend meetings with major donors and major donor prospects with the ED.

- d. Consistent professional representation within our community to maintain CASA's identity and mission.
- e. Develop and maintain ongoing collaborative relationships with community partners.
- f. Participate as a Volunteer Advocate for the experience.

OTHER RESPONSIBILITIES

1. Additional duties as required.

KNOWLEDGE, SKILLS, & EXPERIENCE

1. Education
 - a. Bachelor's degree in business, finance, marketing, communications or other related field is required.
2. Minimum experience
 - a. Demonstrated experience in fundraising or sales environment, including proven experience soliciting and stewarding individuals and corporations is required.
 - b. Proven ability to manage multiple projects while balancing competing priorities and ability to meet deadlines is required.
 - c. At least two years experience working with prospecting, soliciting and stewarding major donors in a human services organization is preferred.
 - d. Experience running queries and managing donors within a database.
 - e. Experience forecasting fundraising goals and results through various reports and spread sheets.
 - f. Proficiency in Microsoft Office products with strength in Excel and Word.
 - g. Demonstrated commitment to the values of diversity and inclusion.
 - h. Demonstrated integrity, honesty and ethical conduct.
 - i. Demonstrated passion for CASA's mission.
 - j. Clear criminal and DFPS background is required.
3. Critical areas of qualifications include the following:
 - a. Demonstrated excellence in communication, both written and oral.
 - b. The ability to work under time constraints, be goal-oriented and maintain productive and effective performance and interaction with staff, volunteers and community supporters.
 - c. Strong interpersonal skills.
 - d. Strong attention to detail/organizational skills.
 - e. Able to work collaboratively in a team environment.

APPLICATION PROCEDURE:

Interested applicants should email a resume and cover letter to apply@casaofthesouthplains.org. This position will remain posted until filled.

CASA of the South Plains offers paid vacation, paid sick leave, paid holidays including extended Christmas break, flexible work schedule, and health insurance coverage at no cost to the employee (an average of \$6,000 per year). Office hours are Monday through Thursday 8am to 5pm and Friday 8am to Noon.

CASA of the South Plains is an equal opportunity employer. For more information about CASA of the South Plains, please visit www.casaofthesouthplains.org.