



Job Description Chief Advancement Officer

SUMMARY:

The Chief Advancement Officer (CAO) is directly responsible for successfully creating, leading, and implementing an integrated resource development strategy cost-effectively and time-efficiently. The CAO develops new relationships, while maintaining existing relationships to build the organization's visibility, impact, and financial resources. This individual is responsible for raising funds to support QueensCare Health Centers (QHC) initiatives and leading the development and implementation of organization-wide strategies to increase the fundraising capacity.

The CAO supports the Chief Executive Officer (CEO) and Board of Directors in cultivating and soliciting major gifts from individuals, corporations, foundations, and others. The CAO will lead a team of professionals responsible for fundraising, volunteer cultivation, corporate philanthropic support, communications, public relations, marketing, and social media functions for the organization.

The Chief Advancement Officer is a member of the Executive Team and works together with the executive team to provide strategic leadership and operational management of QHC as a whole. The Chief Advancement Officer reports to the CEO.

ESSENTIAL JOB DUTIES AND RESPONSIBILITIES:

1. Supports and implements the organization's vision, mission, and values.
2. Performs job duties independently and exercise good judgment.
3. Fosters and promotes a culture of service excellence and accountability.
4. Performs all job functions in a professional and courteous manner. Provides excellent customer service to internal and external customers.

Revenue Generation:

1. Lead the efforts to raise \$3-4.5 million annually – with plans to grow to \$6 million in the next three years through corporate, individuals, foundations and/or federal/state/city funding.
2. Identify and implement new revenue streams, with a focus on increasing sustainable unrestricted, private revenue.
3. Lead the creation and growth of a new framework for individual giving with estate planning, sustainers, and bequests.
4. Work closely with CEO to develop and implement a capital campaign.
5. Partner with CEO and Executive team to deepen existing funder relationships and cultivate new supporters.
6. Evaluate and drive the use of new technology funding vehicles including social media and revamping the organization's website and online tools for supporters.
7. Plan and evaluate financial needs and fundraising plans for the organization's future.

Board of Directors and Staff Leadership

1. Work closely with Executive Team and Board of Directors to lead the creation and implementation of development strategy.
2. Attend board meetings and board committee meetings and report on development activities as needed, in coordination with the CEO.
3. Serve as an ambassador and spokesperson for the organization and articulate our mission to external constituents.
4. Together with the CEO, educate and train board members and senior staff in donor cultivation and professional fundraising techniques.
5. Work with the CEO to ensure board members are engaged and energized by their association with the organization.
6. Collaborate with the Chief Operating Officer to develop and produce regular analytic reports for senior management that synthesize the financial progress and trends of fundraising activities.
7. Provide leadership, motivation and staff service to the CEO, Chairman and other board members in carrying out their development responsibilities. Accompany CEO and Board Chair as appropriate on solicitation calls. When appropriate, personally conduct major gift solicitations.

Internal Management and Infrastructure

1. Recruit, train, manage and mentor development staff. Continually review departmental infrastructure to ensure support of the organization's revenue growth goals.
2. Effectively manage the development department's day-to-day operations, budget, and income forecasts
3. Oversee special events staff in planning, while critically evaluating return on investments.
4. Focus on communications to ensure consistent messaging and branding in all print and online donor communication vehicles.
5. Provide strategic and marketing oversight to all donor materials, and strategic support on the full range of external stakeholder communications.
6. Partner with the finance and accounting staff to sustain efficient, effective, and transparent financial tracking and reporting processes.
7. Develop clear processes and collaborate with all other departments within the organization to create an understanding of and appreciation for the development function. Foster an environment of cohesiveness and collaboration.
8. Assessing and understanding the healthcare needs of low-income individuals in Los Angeles County. Annually prepares a Community Needs Assessment report.
9. Develop and implement communications, public relations and marketing programs to improve visibility in the community and relationships with stakeholders, including industry representatives, government officials, donors, volunteers and employees.
10. Utilize desktop publishing software such as Adobe to draft and edit content for newsletters, brochures, other print and media materials, ensuring compliance with editorial and brand standards.
11. Establishes and manages effective working relationships with the news and entertainment media to increase visibility, including identifying story angles and writing press releases; updating and maintaining media contact lists; pitching media stories, serving as media point person and tracking progress and success; distributing press releases to appropriate media; following up on stories as appropriate.
12. Promotes QHC by participating in community coalitions, chambers of commerce, commissions, and similar organizations; represents the organizations at various community events, inter-agency meetings and other venues. Communicates with and provides information and materials to the media, key public officials and community stakeholders.
13. In partnership with the human resources department, leads employee engagement programs that help facilitate knowledge-sharing between leadership and employees at all levels of the organization (i.e. coffee sessions, newsletters, video Q&As, speaker series).

14. Uses discretion and judgment in handling sensitive or confidential information. Answers all employee and client inquiries in a timely and courteous manner. Listens and responds to employee disputes. Understands which decisions can be made alone and which need to involve others.
15. Complies with policies and procedures.
16. Perform all other duties as assigned.
17. Must be willing and able to work at all locations as needed to meet patient care needs.
18. Must be willing and able to work all business hours including evenings and weekends.

QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, ability, and physical demands required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION/EXPERIENCE:

- Bachelor's degree in business administration, Communications, or related field. Master's Degree preferred.
- Certified Fundraising Executive (CFRE) designation highly preferred.
- Minimum 5-8 years of directly related experience, preferably in a development department of a nonprofit or primary health organization.
- Past leadership experience representing an organization to external audiences. Exceptional communication and influencing skills; persuasive, credible and polished communicator both written and verbal.
- Experience with staff and board management, engagement, and development.
- Demonstrated fundraising success from a variety of fundraising streams.
- Demonstrated success in developing and implementing effective fundraising strategies.
- Proven track record of developing successful partnerships with other companies and organizations.
- Donor communications experience,
- Experience developing, leading, implementing, and managing a capital campaign.
- Creative, independent, and strategic thinker. Strong strategic planning and project and budget management skills.
- Excellent computer skills, including Microsoft Office and database management.
- Self-starter with a proven ability to meet and complete multiple tasks with solid deadlines.
- Experience with social media management and federal grants management preferred.
- Current California Driver's License and active automobile insurance required, with a driving record acceptable to the organization and its insurance carrier.
- Minimum of five years of communications experience required, emphasis on corporate communications, internal communications, and/or social media strongly preferred.

LANGUAGE SKILLS:

Ability to read and interpret documents, such as policies and procedures, benefits information, board minutes, routine mail, simple contracts, and instruction manuals. Ability to compose routine reports and correspondence. Ability to draft excellent and effective written communication. Excellent interpersonal communication skills. Ability to read and interpret documents that are at times highly complex relating to legal and financial matters. Ability to write sophisticated reports and correspondence and to present information in an easily understandable manner. Ability to speak effectively with donors, potential donors, outside constituents, board members, and employees. Spanish fluency is preferred.

MATHEMATICAL SKILLS:

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, and apply concepts of basic algebra and geometry.

REASONING ABILITY:

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to understand relatively complex business concepts. Ability to deal with problems involving abstract and concrete variables in both unusual and routine situations.

OTHER SKILLS AND ABILITIES:

Ability to organize and prioritize work with minimum supervision. Proficiency with computer applications such as Microsoft Excel and Word.

- Foundation relationships and knowledge of grant writing principles and practices.
- Demonstrates broad knowledge of the charitable community and the healthcare field.
- Demonstrates required knowledge, skills, and education for job functions.
- Demonstrates organizational skills to manage multiple projects and meet various deadlines.
- Demonstrates excellent written, interpersonal, and verbal communication skills.

PHYSICAL DEMANDS:

While performing the duties of this job, the employee is regularly required to use hands to finger, handle or feel and reach with hands and arms. The employee frequently is required to stand, walk, and sit. The employee is occasionally required to climb or balance, stoop, kneel, crouch or sit. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 30 pounds. The employee is occasionally required to ascend and descend one flight of stairs. Specific vision abilities required by the job include close vision, color vision, and ability to adjust focus.

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 often low. However, there are many times when there is a high ambient background noise of phones and multiple conversations. Must be able to screen out the background noise to concentrate on the work at hand.