

**SUMMARY:**

The Chief Advancement Officer (CAO) demonstrates executive level experience in strategic thinking and decision making and serves as a key member of the executive team. The CAO leads the development and implementation of organization-wide strategies to increase Gracelight's fundraising capacity and is responsible for the development of Gracelight's integrated resource development strategy. The CAO publicly embraces and represents the mission, values, and goals of the organization and its various stakeholders. The CAO leads with vision to position Gracelight for growth and optimal utilization of all resources.

The CAO works in partnership with the executive team to fulfill the vision of the organization through the implementation of its strategic plan and ensures the mission, goals, and objectives of the organization and those it serves are met.

**ESSENTIAL JOB DUTIES AND RESPONSIBILITIES:**

1. Lead the efforts to raise \$3-4.5 million annually – with plans to grow to \$6 million in the next five years through corporate, individuals, foundations and/or federal/state/city funding.
2. Supports the CEO and Board of Directors in cultivating and soliciting major gifts from individuals, corporations, foundations, and others.
3. Leads a team of professionals responsible for fundraising, volunteer cultivation, corporate philanthropic support, communications, public relations, marketing, and social media functions for the organization.
4. Develops new relationships, while maintaining existing relationships to build the organization's visibility, impact, and financial resources.
5. Identifies and implements new revenue streams, with a focus on increasing sustainable unrestricted, private revenue.
6. Leads the creation and growth of a new framework for individual giving with estate planning, sustainers, and bequests.
7. Develops and implements capital campaigns.
8. Evaluates and drives the use of new technology funding vehicles including social media and revamps the website and online tools for supporters.
9. Plans and evaluates financial needs and fundraising plans for the organization's future.
10. Attends board meetings and board committee meetings and reports on development activities as needed, in coordination with the CEO.
11. Serves as an ambassador and spokesperson for the organization and articulates Gracelight's mission to external constituents.

12. Together with the CEO, educates and trains board members and senior staff in donor cultivation and professional fundraising techniques.
13. Collaborates 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.
14. Recruits, trains, manages, and mentors development staff. Continually reviews departmental infrastructure to ensure support of the organization's revenue growth goals.
15. Effectively manages the development department's day-to-day operations, budget, and income forecasts.
16. Oversees special events staff in planning, while critically evaluating return on investments.
17. Focuses on communications to ensure consistent messaging and branding in all print and online donor communication vehicles.
18. Provides strategic and marketing oversight to all donor materials, and strategic support on the full range of external stakeholder communications.
19. Partners with the finance and accounting staff to sustain efficient, effective, and transparent financial tracking and reporting processes.
20. Develops clear processes and collaborates with all other departments to create an understanding of and appreciation for the development function. Fosters an environment of cohesiveness and collaboration.
21. Assesses and understands the healthcare needs of low-income individuals in Los Angeles County. Bi-annually prepares a Community Needs Assessment report.
22. Develops and implements 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.
23. Utilizes 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.
24. 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.

25. Promotes Gracelight 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.
26. In partnership with human resources, 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).
27. Uses discretion and judgment in handling sensitive or confidential information. Understands which decisions can be made alone and which need to involve others.
28. Performs all other duties as assigned.

#### **QUALIFICATIONS, SKILLS & ABILITIES:**

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, and ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- 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.
- Exceptional communication and influencing skills; persuasive, credible and polished communicator both written and verbal.
- Demonstrated success in developing and implementing effective fundraising strategies.
- Proven track record of developing successful partnerships with other companies and organizations.
- 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.
- Flexibility to work both remotely and onsite as needed, including the ability to attend impromptu meetings or handle urgent issues after hours and/or in person at any/all of Gracelight's locations.

#### **PHYSICAL, ENVIRONMENTAL, AND MENTAL REQUIREMENTS:**

The physical, environmental, and mental requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Physical: 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 is occasionally required to push/pull objects up to 50 lbs, and to lift/carry objects up to 25 lbs. Frequently required to perform moderately difficult manipulative tasks such as typing, writing, etc. The employee is occasionally required to ascend and descend stairs. Specific vision abilities required by the job include close vision, color vision, and ability to adjust focus.
- Sensory: The employee is frequently required to read documents, written reports, and plans. Ability to compose routine reports and correspondence. Must be able to distinguish normal sounds with some background noise, as in answering the phone, interacting with staff, etc. Must be able to speak clearly and understand/be understood using the English language.
- Cognitive: The employee is frequently required to concentrate on moderate detail with constant interruption. Must be able to attend to a task/function for 20-45 minutes at a time. Frequently required to understand and relate to specific ideas, several at a time. Must be able to remember multiple tasks/assignments given to self and others over a period of several days. Must be able to analyze information, problems, situations, practices, or procedures. Must be able to analyze complex technical data using qualitative and quantitative sources of information to formulate logical and objective conclusions and to recognize alternatives and their implications. Must be able to carry out instructions delivered in written, oral or in other daily situations that arise and deal with problems involving several concrete variables in standardized situations.
- Environmental: Frequent exposure to varied office and mixed (health

center/office) environments. Occasional exposure to toxins and poisonous substances, dust, and loud noises.

**SPECIAL REQUIREMENTS:**

- Must be able to meet and receive a criminal records clearance, as required by Title XXII, other licensing regulations, and Gracelight practices.
- This position requires driving for business purposes. A valid California driver's license, reliable personal vehicle, current personal auto insurance as required by law, and an MVR (Motor Vehicle Record) sufficient to obtain and reasonably maintain insurability under the agency's auto liability policies are essential job requirements.
- A personal cell phone with reliable service is required. If business use exceeds typical personal use, a stipend may be provided.
- While not initially required, the candidate may be required to obtain and maintain First Aid and CPR certification.