

**Job Title:** Vice President of Advancement **Status:** Full Time / Exempt

**Department:** Advancement **Reports To:** President and CEO

**SUMMARY**

The VP of Advancement, in conjunction with the President and CEO, is responsible for leading Communities In Schools of Charlotte-Mecklenburg’s vision for philanthropy, securing charitable donations from a broad constituency base (public and private), and driving the overall marketing/messaging strategy for a cohesive approach and continued brand awareness in the community. These efforts support CIS’ mission to surround students with a community of support, empowering them to stay on school and achieve in life. This position will lead CIS’ comprehensive fundraising efforts to implement a well-organized, creative, and diversified fundraising program that successfully meets the organization’s strategic plan goals as well as meets or exceeds the annual operating budget goals. CIS’ FY20 annual efforts raised $8.7 in diversified revenue. In addition, the VP of Advancement will work with the Director of PR/Communications and the board’s Development/Major Gifts and Brand Awareness & Marketing Committees to dovetail appropriate messaging, which highlights the strengths and potential of our CIS Students, with marketing and fundraising strategies that strengthen CIS’ communications efforts, brand, and overall fundraising success in the community. This position serves on the Executive Team as a key leader working collaboratively with staff and the board of directors to address short-term challenges, execute key initiatives, and meet long-term strategic goals for the organization while fostering a healthy working environment and CIS culture and maintaining a deep commitment to CIS’ mission. The Vice President of Advancement works with minimal supervision with extensive latitude.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

**Development/Fundraising** – Develop, plan, manage and oversee the short-term annual campaign components as well as long range strategy for securing and diversifying further the revenue sources to sustain, deepen and grow the organization’s impact in Charlotte-Mecklenburg.  As/when needed includes securing in-kind resources also to support student activities and critical needs and complement CIS programming.

* Responsible for creating and executing an annual development plan as well as developing a strategy to meet the longer term Sustain, Deepen, Grow 2024 strategic plan goals.
* Work with (cultivation and stewardship) the President and CEO and CIS Board of Directors in leveraging contacts and community relationships with individuals/family foundations, corporations, faith communities, and civic organizations as well as other critical community partnerships to secure support.
* Responsible for ensuring individuals/family foundations continue to represent 18-20% of total revenue base while sustaining and/or growing the other diversified donor base segments/constituencies.
* Oversee Advancement Team staff and day-to-day activities associated with various annual fundraising appeals and the annual fundraising calendar, financial certifications and licenses, deadlines for grants, proposals, interim and final funder reports, donor relations and acknowledgements, fundraising signature events and private donor gatherings, one-to-one solicitations including leadership level/major gift support, and ongoing stewardship tactics appropriately designed/targeted for all supporters.
* Responsible for ensuring leadership level and major donor, funder, and partner (financial and in-kind) relationships are appropriately stewarded and that relationships continue to be cultivated and strengthened ongoing; support the President and CEO and Major Gifts Officer(s) in these efforts as well.
* Working with Major Gifts Officer(s) and Development/Major Gifts Committee, develop and execute leadership level and major gifts campaign/strategy with an emphasis on increasing individual donors while working to also increase racial and cultural diversity of donor base.
* Plan and manage fundraising experience and delivery with a wide variety of constituents; leader who is completely comfortable with developing, presenting to diverse community donors/funders, and implementing new and creative ways of raising funds needed to support the organization now and into the future.
* Oversee direct prospect research and ensure that donor database management, clean up, accuracy, NCOA (ran quarterly), and ongoing maintenance is conducted.
* Provide strategic input and final review of major grant applications prior to submission as well as input, tone and cadence for interim and final funder reports.
* Oversee the creation of appeals marketing, major gifts collateral, donor/funder targeted letters/communications, solicitation and donor engagement materials, including conceptual brochures (printed and digital), annual report, direct mail solicitations, event-related marketing, etc.
* Maintain accountability standards to donors and ensure compliance with code of ethical principles and standards of professional conduct for fund development.
* Serve as lead staff liaison to Development/Major Gifts Committee as well as Brand Awareness & Marketing Committee of the Board of Directors. Additionally, serve as Advancement staff subject matter expert on Finance Committee of the Board.
* Serve as Advancement staff liaison, in conjunction with President and CEO, to CIS National and CIS of NC Offices.

**Marketing, Communications and Community Engagement** – Assist with development of and help lead efforts in collaboration with Director of PR/Communications, AVP of Advancement & Community Engagement, and CIS Board of Directors to develop and implement effective PR/communications and marketing plans that complement CIS’ ongoing brand messaging, annual campaign appeals and fundraising cycle, and community engagement efforts.  Responsible for ensuring that all marketing and public relations are planned and executed in conjunction with advancement-related activities as well as overall 1CIS Team strategies; marketing and increased brand awareness and maintenance go hand-in-hand with the organization’s advancement and community engagement efforts.

* Serve as Advancement staff lead for Brand Awareness & Marketing Committee of the Board collaborating with President and CEO and the Director of PR/Communications.
* Serve as a community spokesperson and advocate for the organization, in partnership with President and CEO; must have expertise and success in public speaking settings with diverse community audiences.
* Identify opportunities to promote CIS throughout the community and work with financial and in-kind community partners to lift up the mission of CIS and the students/families served as well as secure additional resources.
* Work with Advancement’s Volunteer & Community Engagement team members and community partners in support of CIS goals and maintain linkage of all constituencies with overall mission.
* Responsible for, in conjunction with the Director of PR/Communications, the effective oversight of the following:
	+ CIS Website including dynamic content, appropriate and accurate information, PCI Compliance and regular maintenance, online donation functionality, and effective messaging of the CIS mission and impact;
	+ News releases and other media exposure for CIS, President and CEO, and other CIS staff and students;
	+ Social Media marketing and strategies, platforms, etc.
	+ Print and digital newsletters;
	+ Broadcast (TV and radio), Out-of-Home, and other media channels used to strategically communicate CIS mission/impact and advocate for students/their families.
* Manage and provide supervisory oversight of Advancement Team including, but not limited to, AVP of Advancement and Community Engagement, part-time Major Gifts Officer, Director of Grants, Director of PR/Communications, Donor Relations & Data Associate, and Executive Communications Assistant by providing guidance as needed/appropriate, training and professional development opportunities. Work with VP of Talent/Human Resources to coordinate all human resource functions associated with hiring, on-boarding and orientation, evaluation, professional development, training, and participatory leadership coaching, benefits and compensation of assigned direct-report staff.
* Attend CIS Board of Directors meetings.
* Represent CIS at community and stakeholder meetings, including but not limited to, those related to fundraising and resource development efforts.
* Maintain knowledge of founding, historical, current and major milestone accomplishments and events of organization and be able to share effectively when needed with community stakeholders.
* Remain current with City of Charlotte, Mecklenburg County, and Charlotte-Mecklenburg Schools (CMS) relevant events and news as well as news related to community partners, corporate, civic and individual supporters, and constituencies, and share information with Advancement and 1CIS staff as/when appropriate.
* Serve in an active and contributory capacity on the CIS Executive Team and CIS Leadership Team, sharing thought leadership and business acumen.
* Lead and manage all aspects of Advancement Office business and fundraising and marketing activities within budget and resource constraints, using best practices and effective budgetary, planning, project management (including controlling expenses and margins), and forecasting techniques.
* Develop appropriate budgets, analyses and tracking methodologies, and reports to keep CIS Board of Directors, CIS Staff, funders and others apprised of important revenue stream and other relevant organizational information on an ongoing basis.
* Oversee Advancement-related activities, reporting and reconciliation processes with CIS Finance Office as well as reports and preparations for CIS financial auditors.
* Maintain all contracts and negotiations with various vendor relationships utilized by Advancement Office (i.e. Blackbaud, Fillmore, Website Hosting, etc.)

*The statements contained herein describe the scope of the responsibility and essential functions of this position, but should not be considered to be an all-inclusive listing of work requirements. Individuals may perform other duties as assigned including work in other areas to cover absences or relief to equalize peak work periods or otherwise balance the workload.  Other duties may be assigned by President and CEO as required.*

**PHYSICAL DEMANDS**

The physical demands 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.

While performing the duties of this job, the employee is frequently required to sit; use hands to handle, feel and keyboard; reach with hands and arms; and talk or hear.  The employee is occasionally required to stand; walk; stoop, kneel, or bend.  The employee must occasionally lift and/or move up to 25 pounds.  Specific vision abilities required by this job include close and distance vision.

**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, and/or ability required.

* An undergraduate degree in business administration, non-profit management, public administration or a related field is required; a graduate degree or continuing education credentials are a plus.
* Proven leadership, management and coaching skills required; should be effective in building strong relationships, collaboration and trust with internal and external stakeholders.
* Minimum of five (5) years leading a successful fundraising team and strategies; must show proven expertise in fundraising (and/or sales) success utilizing multiple, concurrent strategies for cultivating new and sustaining existing leadership level/major gift donors as well as other large public and other private donor/funder constituencies.
* Must be a dynamic leader with demonstrated experience and creativity in the field of financial development/fundraising with unquestioned integrity and an ability to genuinely and passionately connect with diverse audiences in order to advocate for the mission and students served by CIS.
* Strong interpersonal communication (verbal and written) skills required.
* Administrative experience with ability to work within systems, processes and personnel issues.
* Management expertise to develop and inspire others.
* Creative mindset open to new and improved ways of execution.
* Knowledge of non-profit organizations with an understanding of programming and service delivery a plus.
* Experience with Raisers Edge preferred.

**Special Requirements:**

Person(s) well qualified for this role will possess the following skills:

* Sensitivity and ability to appreciate points of view of personnel within the schools, other agencies/organizations, and volunteers, including a keen awareness of their needs and goals and how to build collaborative partnerships based upon fundamental CIS principles.
* Ability to be flexible in a work environment often filled with ambiguous situations.
* Ability to manage time, paperwork and people effectively.

**WORK ENVIRONMENT**

The position is located within the Charlotte Mecklenburg area. Regular and satisfactory attendance and punctuality are required.

Criminal background, financial credit check, drug test and a driving record check required.

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