Smart Start of Mecklenburg County – Job Description

Title of Position:	Chief Advancement Officer
Position Type:	Full-time Exempt
Department:	Outreach
Reports To:	Chief Executive Officer
Direct Reports:	Finance Director; Outreach Director; Partnership Manager

General Information

Organization Overview

Smart Start of Mecklenburg County (Smart Start or SSMC) is a Charlotte-based non-profit that funds local programs for children ages birth to five and their families. The organization is a catalyst for improving the lives of the 85,000+ young children in our community, with a focus on health, family, early education, and literacy. We mobilize resources and forge partnerships to support evidence-based policies, practices, and programs to ensure all children enter kindergarten healthy and ready to succeed.

Smart Start has a budget of over $30 million comprised of funding from the state of North Carolina, Mecklenburg County, and private donations and grants. SSMC funds approximately 25 programs annually serving over 25,000 young children and their families and administers Mecklenburg County's MECK Pre-K program, which provides free Pre-K to children in the community. SSMC also operates programs and campaigns internally, including Dolly Parton's Imagination Library, Guiding Parents to Services, Ready4K, and The Basics Mecklenburg. The organization is also the leader in research, data, convening and collaborating on issues related to children 0-5 in the Greater Charlotte area.

Position Summary

The Chief Advancement Officer (CAO) will lead all of the internal and external shared services of the organization. The position will ensure SSMC develops and implements consistent practices including policies and procedures to improve internal operations and meet compliance requirements. The position will oversee the Finance Team, ensuring timely and monitor annual spending. The position will also oversee the Outreach Team to ensure brand continuity, improved marketing and messaging, engage in community relations and advocacy, and assist in developing a strategy for dramatically increasing non-public funds for the organization. The position also oversees all areas of collaboration with Ascend Nonprofit Solutions, including HR, IT, and facilities. The CAO will work directly with the board of directors, manage organizational administration, and coordinate board and staff-related functions. The position serves as a key internal and external leader for the organization, and holds a place on the Leadership Team of SSMC .

Essential Duties and Responsibilities

Staff Leadership – Strategy, Staff Development/Culture, & Administration

- Participate in the Leadership Team with other senior staff members, providing cohesive leadership and management to all SSMC staff; actively participate in strategic items that advance SSMC as a whole unit; provide guidance to other staff groups and training opportunities.
- Provide oversight to the Culture Committee to ensure best practices implementation.

- Coordinate and facilitate regular meetings and communication with all SSMC staff.
- Develop/update onboarding and orientation for new employees.
- Ensure a formal process is in place and updated for employee information, including job descriptions, annual goals, performance evaluations, employee files, etc.
- Work to advance the annual goals of the overall organization, individual positions, and staff teams, including regular progress updates and performance evaluations.
- Supervise and lead finance staff; this includes being fully staffed, ensuring staff are fully trained, providing coaching and feedback timely and appropriately.
- Develop staff capacity through mentoring, and training/professional development opportunities.

Internal Operations – Finance, Human Resources, Information Technology, & Facilities

- Lead internal finance team, including direct supervision of Finance Director.
- Participate in budgeting activities to include overall agency, NCPC and reversions, MECK Pre-K, and individual program budgets.
- Serve as primary internal contact for human resources-related issues, ensuring a standard and adaptable hiring and performance review/management process; serve as main point of contact for external HR services.
- Select, if needed, and coordinate with external human resources provider to provide efficient and comprehensive HR services for SSMC.
- Serve as internal liaison for external IT services.
- Serve as internal liaison for the Ascend Nonprofit Solutions, as well as other facility and workspace related needs; assign/reassign workspace as needed for optimal usage.

External Relations – Development, Communications, & Advocacy

- Lead and supervise all agency fundraising activities and Outreach and Administrative staff.
- Create a framework and systems for a greater emphasis on fundraising, including a focus on individuals and increased donor engagement and cultivation.
- Actively pursue diversified funding streams, with specific focus on private funds.
- Ensure all elements of a successful development department are in place, to include grants, events, database management, donor acknowledgment, etc.
- Represent agency in the community at designated groups and events; track agency participation in community engagement activities, especially as they relate to Community Systems Building.
- Lead SSMC's marketing and communication efforts, working with staff and external vendors.
- Actively participate in and coordinate advocacy efforts related to SSMC and early childhood issues.
- Serve as key staff involved in relationship management for donors, funders, partners, etc.

Organizational Management – Board Relations, Policies and Procedures, & Compliance

- Serve as primary liaison for board of directors, providing necessary information and materials.
- Prepare for, attend, and provide necessary information for all board meetings; ensure all records are kept in accordance with state mandates.
- Create/update and deliver a board orientation process for new members.

- Work with board committees; participate in Development, Finance, and Governance, and others as needed; oversee committee recruitment process.
- Routinely review and provide suggested updates for organization's policies and procedures.
- Actively ensure compliance and with government regulations and funders, to include NCPC, Mecklenburg County, Charitable Solicitation License, Audit/Financials, nonprofit oversight groups.

Education, Experience, and Other Job Functions

Education and Experience Required for Position

- A Bachelor's Degree is required; a Master's Degree of Business Administration or Public Administration, Education, Human Services, or related field is preferred; additional professional certification preferred
- A minimum of 10 years of leadership experience to include setting a strategic vision and oversight of staff and finances; nonprofit preferred
- Five years of experience working with a nonprofit board preferred
- Five years of experience in fundraising that includes individuals, corporations, and grants preferred
- A record of successful people, project, and budget management; will have the ability to deliver results by working with and through others both on the internal team and in the community;
- Compelling leadership and presence; a dynamic relationship builder who can represent SSMC to a broad range of internal and external stakeholders and audiences; a team builder with a contagious enthusiasm for the mission, goals, and programs
- Previous early childhood knowledge and experience preferred
- Previous public speaking and advocacy work preferred

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. While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms. Specific vision abilities required job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

Position Type/Expected Hours of Work

This is a full-time exempt position, with a high degree of flexibility, including remote work opportunities. Occasional evening and weekend work may be required as job duties demand.

Location & Travel

This position is based in Charlotte, NC with a minor amount of travel. Travel is primarily local during the business day, although some out-of-the-area and overnight travel may be expected.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Smart Start™
of Mecklenburg County

Smart Start of Mecklenburg County ensures that employment activities are conducted without discrimination against any person on the basis of sex, race, color, religion, national origin, gender, sexual orientation, age, or disability.

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