



Title: Director of Advancement
Reports to: Executive Director
Department: Development & Administration
Classification: Exempt

Position Description:

The Director of Advancement will be responsible for the overall planning and implementation of the agency's fundraising, marketing, and communication efforts. The Director will elevate the agency's public profile and reputation and increase the agency's programmatic and operational revenue. The Director will work directly with Board, staff, and external entities, under the direction of the Executive Director.

Primary Duties

Development

- Identify and engage funding prospects including individual donors, foundations, and corporations, to include grant research and writing and managing donor relations;
- Develop and implement fundraising and awareness campaigns, including events, online campaigns, year-end appeal and related activities;
- Maintain and utilize a database of donors, supporters, and community members (currently using eTapestry and CommitChange).

Marketing

- Promote 4Cs programs through creation of digital and print collateral, and manage distribution channels;
- Promote 4Cs brand and awareness through traditional media, social media, website, and digital newsletters.

Communications

- Analyze and communicate the impact of 4Cs work to community, staff, and Board;
- Communicate effectively, verbally and in writing, with community partners (including other agencies, networks, and legislators) to facilitate and maintain collaborative efforts.

Relationships

- Maintain professional and appropriate communication with Executive Director, 4Cs staff, Board of Directors, community members, clients, donors, and constituents;
- Foster relationships with key donors and potential supporters;



- Work with consultants and vendors, as needed, to ensure successful completion of activities;
- Maintain confidentiality related to agency services and internal operations.

Deliverables (not comprehensive)

- Increase and diversify revenue streams, including unrestricted/operational support;
- Elevate agency profile/awareness and reputation;
- Communicate effectively, in writing and verbally, the impact of development, marketing, and communication efforts.

Technical Skills

- Proficient with online email software, such as MailChimp, ConstantContact or similar;
- Familiar with nonprofit CRMs such as eTapestry, Salsa, Classy, or CommitChange;
- Skilled in using Microsoft Word, Excel, and basic computer programs;
- Comfortable editing basic HTML and familiarity with online content management systems such as WordPress (*preferred but not required*);
- Able to leverage Facebook, Twitter, and LinkedIn for agency advancement;
- Basic ability to use simple graphics software (like Canva, Gimp, or Photoshop) to crop, resize, and add text to photos.

The ideal candidate will:

- be motivated by the mission of 4Cs and the opportunity to bring significant positive impact to the community;
- be a strategic thinker, with the ability to effectively analyze the time and resources needed to accomplish goals and to analyze the cost/benefit of undertaking various activities;
- be able to identify and collect pertinent data, converting that into information that will be utilized to make wise decisions and recommendations;
- have excellent organizational skills, attention to detail, ability to prioritize, and to meet deadlines;
- be able to effectively communicate in individual and group settings with diverse agency personnel, clients, and external stakeholders;
- have the ability to manage multiple activities, responding effectively to simultaneous demands;
- be able to work independently, collaboratively, and as part of a team;
- have familiarity with early childhood education, child care, family support, and child development fields;



- hold a Bachelor's Degree in communications, marketing, non-profit administration, business, or related field OR a minimum of 2 years of successful development and marketing experience.

Some of the essential physical requirements:

- Typing on a computer and using a mouse 75% of the time
- Working at a desk approximately 75% of the time
- Talking on the phone
- Filing including lifting, pulling, and reaching
- Lifting boxes up to 20 pounds

To apply: Send cover letter and resume to dfleishman@sanmateo4cs.org