

Charleston Animal Society (CAS)

JOB DESCRIPTION

<u>Dept./Division:</u>	Advancement
<u>Title:</u>	Chief Advancement Officer
<u>Supervisor/Title:</u>	President and Chief Executive Officer
<u>Direct Reports:</u>	Associate Director of Donor Advising, Associate Director of Partnerships and Events, Director of Community Engagement, Media/Marketing Consultant, Digital Marketing Manager, Events and Fundraising Coordinator, Retail Store Manager.
<u>Working Relationships:</u>	All levels of management and staff, volunteers, general public, donors, business partners, grant makers, media outlets, officers, committees, Board of Directors, and others as appropriate.
<u>Compensation:</u>	Exempt; Full-time, commensurate with experience and qualifications.
<u>Job Summary:</u>	Reporting to the President and Chief Executive Officer, the Chief Advancement officer is responsible for directing Charleston Animal Society’s annual, planned, major and capital campaigns, as well as long term planned giving to support the annual funding of operations to achieve the mission. This position works closely with senior level management, the Board of Directors, and the development team, to establish funding relationships and secure resources that support Charleston Animal Society’s mission and long-term strategic goals. The ideal candidate is a visionary leader with demonstrated experience building successful fundraising programs and managing high performing teams. A skillful manager of people who effectively delegates and empowers others. A person of integrity, loyalty, and a capacity for hard work, perseverance, and resiliency.
<p><u>Key Responsibilities:</u></p> <p>Organize the Division:</p> <p><i>Identify and create metrics to achieve substantial growth and minimize donor attrition</i></p> <p>Donor Growth and Stewardship (60%)</p> <p>Planned Giving (5%)</p> <p>Retail Store (10%)</p> <p>Volunteerism (10%)</p> <p>Media/Communications (15%)</p>	<ol style="list-style-type: none"> 1. Responsible for overseeing a fundraising budget of 4.5 – 6 million dollars annually. 2. Evaluate all current fundraising activities, modify or realign any that are not optimally productive, and introduce a number of high impact new initiatives. 3. Hold responsibility for the key areas of major gifts, individual and family donations, corporations, planned giving, campaigns and capital projects, and signature fundraising events. 4. Plan and implement two signature fundraising events that align with Charleston Animal Society’s strengths and philosophies using traditional and innovative strategies to assure the achievement of the goals. 5. Along with Charleston Animal Society team and board, research, identify, cultivate, solicit and steward philanthropic prospects. Keeping these donors and prospects informed on a regular basis of Charleston Animal Society’s work and the impact of their contributions. 6. Manage the development and marketing team to achieve their goals and strategies by establishing clear objectives, providing necessary resources and coaching, and holding individuals and teams accountable. Meeting regularly with each team member to establish specific job responsibilities, evaluate job performance, and set objectives for achieving outcomes. 7. Oversee all community relations, including public relations, marketing activities, branding, publications, website and social media platforms. 8. Oversee and approve content and production of all organization’s publications (digital and print) with a strong marketing and public relations impact. 9. Working with key members of the development team, committees and volunteers, plans and executes events focused on fundraising goal/ratios, increasing awareness of the general and philanthropic community, cultivation of prospects and donors, and increased support for programs and services. 10. Create strong purposeful relationships with appropriate members of the Board and other key volunteers and ensure that they are engaged with Charleston Animal Society at levels that match their appetites and capacity. 11. Oversee and manage all aspects of the retail operations for Charleston Animal Society in-shelter store location and consignment / thrift store opportunities with specific emphasis on revenue goals while increasing efficiencies. 12. Provide internal and external leadership for Charleston Animal Society Lifesaver’s Club multi-year giving program, including invitations strategies, donors tours and annual Lifesaver’s Luncheon in support of the major gifts program.

	<ol style="list-style-type: none"> 13. Enhance, create and lead recognition and stewardship efforts for existing donors including individual and business thank you grid (recognitions and deliverables), thank you letters, cards, phone calls and thank-a-thons with board members. 14. Strong financial competence in budgeting and net revenue goal setting. 15. In collaboration with Charleston Animal Society team and Board, conceptualize a plan, both strategic and tactical, to significantly expand Charleston Animal Society's development program. 16. Identify new areas of opportunity to develop and grow Charleston Animal Society's donor base. 17. Represents the organization as one of its principle spokespersons. Seeks out and develops community contacts with government officials, agencies, civic groups, veterinary organizations and the media. 18. Attends workshops, conferences, and seminars, maintaining memberships in professional organizations and networking with other fundraising professionals. 19. Plan, set goals, prioritize, and follow through to completion division and staff responsibilities. 20. Ensures that the organization operates within legal and regulatory requirements.
<u>Qualifications:</u>	<ul style="list-style-type: none"> • Experience raising funds in the nonprofit and/or animal welfare sector preferred. • Demonstrated success in leading fundraising and/or business development teams with a proven track record in major gifts or business development. • Demonstrated success in personally cultivating, soliciting, and stewarding principal gifts from individuals, companies, and institutions. • A strong track record of successfully working with an enthusiastic and committed leadership team. • Must possess exemplary writing abilities and dynamic presentation skills. • Experience in successfully planning and executing fundraising campaigns and capital projects. • Strong project management and organizational skills a must. • An ability to clearly articulate Charleston Animal Society's mission, the work it does and the unique opportunities Charleston Animal Society presents for philanthropists. • Flexibility and the demonstrated ability to thrive in a constantly changing environment, juggling numerous projects and satisfying numerous constituencies simultaneously. • Enthusiasm, ability to take risks, and the courage to speak and act on convictions. The willingness to make difficult and bold decisions with little information. • Ability to manage complex and highly confidential information with utmost discretion. • A high degree of personal organization and self-management. • Excellent written and verbal communication skills with the ability to influence and engage a wide range of donors and build long term relationships. • Excellent social and interpersonal skills, able to operate with diplomacy, tact and empathy. • A strategic thinker with a strong work ethic and excellent attention to detail and accuracy. • A general understanding of policy and strategy trends affecting sheltering and animal welfare. • Bachelor Degree from an accredited college or university and CFRE required. Master's Degree from an accredited college or university, preferred. • 5+ years of proven and successful development experience with an emphasis on major gifts including the cultivations and building of relationships with individuals, foundations, corporations, groups and other major funding sources. • Knowledge of advanced MS office applications, including Word, Excel, PowerPoint, Outlook, Raiser's Edge, and Wealth Engine. Other donor database knowledge a plus.
<u>Additional Information</u>	<ul style="list-style-type: none"> • Valid driver's license required and must have excellent driving record. • Occasional travel throughout Charleston County, the State and Nation. • Physical requirements include, but are not limited to, walking, standing and moving of equipment and animals (ability to lift 50 pounds).
<u>Schedule:</u>	Primary schedule may include weekdays and/or weekends, including evenings, as appropriate.
<u>Working Area:</u>	Charleston Animal Society and venues for meetings throughout Charleston County and beyond.

Job Description Approved by:

Position Authorized by:

Employee Review & Acceptance:

Date: _____

Date: _____

Date: _____