



Job Title: Director, Development & Communications
Department: Development & Communications
Reports to: CEO
FLSA Status: Exempt
Date: March 7, 2019

Organizational Description:

BREATHE CALIFORNIA of Los Angeles County (BREATHE LA) is a 501(c)3 nonprofit organization focused on achieving clean air and healthy lungs through research, education, advocacy and technology. The organization runs an array of environmental and health-related educational and outreach programs to increase public awareness about air pollution and lung-related diseases, including asthma, bronchitis and emphysema, and works towards eradicating these diseases.

BREATHE LA programs provide education to children with asthma and their parents, and adults with emphysema, chronic bronchitis and Chronic Obstructive Pulmonary Disease (COPD) to better understand and manage their disease. BREATHE LA also conducts educational programs aimed at tobacco prevention, healthy eating, and air pollution and environmental health. In addition, the organization conducts advocacy and community programs to increase public awareness of air pollution and lung health and promotes solutions that will achieve clean air for all and reduce the incidence of chronic lung diseases.

General Statement of Duties:

BREATHE LA is seeking an experienced, strategic Director to lead our Development & Communications team. As we implement our Development & Communications (DAC) department expansion, we're looking for a professional leader with a stellar fundraising track record in both institutional and individual giving.

The DAC Director is responsible for securing at least \$3.0 million the first year for BREATHE LA's operations and programs. This fundraising target will increase as we implement a newly adopted national development strategy. The DAC Director is expected to work closely with our senior management team, particularly the CEO and Board of Directors to ensure we meet our ambitious goals over the next three years.

The DAC Director will manage a staff of 4 professionals, including a Corporate Partnership Manager, Development Associate, a Grant Writer, and a Communications Assistant. The DAC Director will also manage several consultants, particularly in the area of communications (video, web, graphic design), as well as Board of Director Committees, including the Development and Marketing Committee and the Planned Giving Committee.

Development Overview:

The DAC Director has the opportunity to build out their own Development team and boldly implement new fundraising initiatives in order to lay the foundation for stable and diversified multi-year growth. BREATHE LA has just launched Board giving and individual giving strategies, as well as a fee-based membership program.

On the institutional side, we seek to extend our relationships with our existing foundation partners, while launching a new sophisticated corporate strategy. Government funding at the local, state, and national levels will also be explored.

In terms of high net worth cultivation, we seek a seasoned leader who understands Major Gifts stewardship and best practices, including planned giving options. We welcome new ideas in annual fund giving and desire someone with the ability to create innovative outreach campaigns, including the addition of a signature event.

Going forward, BREATHE LA's communications activities will continue to be fully integrated with development activities. The DAC Director will manage organizational communications, program marketing, and donor materials including both digital and print mediums.

Essential Duties and Responsibilities:

DAC Director responsibilities include executing on strategy, managing the DAC team, and making appropriate donor solicitations to meet BREATHE LA's annual fundraising goals. Primary duties include—but are not limited to—the following activities:

- Work closely with the CEO to implement the approved 3-year Strategic Development Plan.
- Own BREATHE LA's aggressive revenue targets, including raising an annual operating budget of \$3.0 million during Year 1.
- Manage a team that will grow to at least 5-6 development and communications professionals, as well as outside consultants and marketing firms as necessary.
- Demonstrate a well-informed understanding of the programs and services that BREATHE California of Los Angeles County (BREATHE LA) provides to the community.
- Cultivate, grow, solicit, and steward a portfolio of institutional donors and prospects.
- Cultivate, grow, solicit, and steward a portfolio of major gifts and annual fund donors.
- Launch a new signature event.
- Create and implement proven fundraising strategies.
- Oversee the management of BREATHE LA's donor prospect list.
- Liaise with the Board of Directors, including managing committees, including making Board presentations and attending all Board of Director meetings.
- Prepare and managed DAC department budgets.
- Prepare periodic reports to organizational leadership and the Board of Directors.
- Track, manage and measure assigned projects.
- Provide general support for all fundraising efforts within the DAC Department as needed.

Allocation of Time:

- 20% Identifying, cultivating, and securing major gift donors, including planned giving opportunities
- 10% Identifying, cultivating, and securing Board of Director giving
- 20% Oversee Development Initiatives and Staff
- 20% Oversee Communications Initiatives and Staff
- 10% Setting and executing department strategic planning
- 10% Overseeing donor analytics, database management and the creation of weekly development reports
- 5% Creation and management of department budgets
- 5% Other Development Department duties

Required Qualifications:

The successful candidate will have the following qualifications:

- Strong commitment to BREATHE LA's mission, vision, and values
- Bachelor's degree required.
- Minimum of 8-10 years professional experience in fundraising for a nonprofit organization
- Experience leading the planning and implementation of institutional donor cultivation including setting goals, implementing strategies, and delivering results
- Demonstrated track record of securing increased financial support from individual donors at all levels
- Knowledge of the corporate arena and understanding of corporate sponsorship activities
- Successful background writing foundation grants and fundraising proposals
- Ability to mine and use research and analytics creatively
- Strong analytical skills and demonstrated strategic thinking
- Demonstrate resourcefulness in achieving stated goals
- Excellent organizational and managerial skills
- Polished communication skills, both oral and written
- Proven ability to exercise good and independent judgment and to act tactfully with donors
- A clear aptitude for taking initiative in identifying challenges and producing solutions
- Willingness to recruit and motivate an engaged and enthusiastic team
- A strong track record of working collaboratively with colleagues
- Willingness and ability to travel to donor meetings/events as needed
- Comfort level with public speaking
- Excellent attention to detail
- Local travel required

Preferred Qualifications:

- Previous professional experience working for a public health and/or environmental organization
- Nonprofit experience in Southern California
- Experience and ability to recruit, manage and retain volunteers
- Experience tracking donor cultivation in CRM system such as Donor Perfect

Professional Attitude:

BREATHE LA is offering a hardworking and proven fundraising professional an opportunity to build a new team and spearhead a national expansion strategy. We are looking for an individual with a hearty appetite for asset growth and a desire to innovate. We are seeking a candidate of the highest level of professionalism, leadership, and experience to help create lasting change for our growing organization. This individual will have a positive attitude and enjoy working in a collaborative environment.

Compensation:

Salary depending on experience. Competitive compensation and benefits. This is a full-time exempt position (with evening and weekend events occasionally). Excellent work environment. Full-time only.
EOE

Contact:

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