

## **CASA of McLennan County**

### **Job Description**

**Job Title:** Director of Communication & Development

**Reports To:** Executive Director

**FLSA Status:** Exempt

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#### **General Summary:**

This position is responsible for the planning, implementation, management and oversight of agency communication, marketing and recruitment efforts, with the goal of creating greater community awareness of the CASA mission and recruiting new volunteer advocates. This position is also expected to support the Executive Director in planning, implementation and oversight of agency fund development efforts to cultivate financial resources and strengthen the organization's overall fundraising capacity.

#### **Essential Responsibilities and Duties**

##### **Management & Implementation of Communication, Marketing & Recruitment**

- Support Executive Director as second media/PR lead
- Serve as recruitment lead
- Collaborate with Executive Director to prepare written annual recruitment and retention plan
- Perform and manage annual recruitment and retention plan activities (Ex: speaking engagements, information sessions, networking events), utilizing other staff or volunteers
- Respond to volunteer inquiries timely and professionally, communicate until individual completes application, at which point process is transferred to Director of Advocacy
- Maintain documentation in Optima database of recruitment activities, inquiries, applicants
- Manage social media presence and content
- Monthly internal e-newsletter and as-needed communication to volunteer advocates using bulk email platform (Ex: Mailchimp or Constant Contact)
- Monthly external e-newsletter to community, stakeholders, donors using same platform
- Assist Executive Director with periodic satisfaction surveys of advocates and stakeholders
- Design and produce printed materials including brochures, fact sheets, handouts, other "swag" products, annual report, training & advocacy resources, board resources, etc.
- Design and produce, or oversee production of, photographic or video marketing material
- Cultivate and manage website content (Wordpress platform)
- As budget allows, research and secure printed or media marketing such as TV, radio, magazine, including targeted/seasonal media campaigns (Ex: Child Abuse Prevention Awareness in April)
- Prepare and circulate regular and periodic press releases to local media outlets
- Engage with Judge and stakeholders as appropriate for participation in marketing efforts
- Engage with any marketing related student/project groups
- Supervise potential seasonal marketing intern
- Track and monitor effectiveness of communication, marketing and recruitment efforts

##### **Support for Planning and Oversight of Agency Fund Development**

- Support Executive Director as second fund development lead
- Assist Executive Director with strategic planning related to program growth and development

- Assist Executive Director and Board with development of annual written fund development plan to include fundraising events, corporate sponsorships, general donations, grants and large gifts
- Monitor and report regularly on progress of annual fund development plan
- Serve as lead for planning and implementation of agency fundraising events (Ex: Crawfish for CASA), utilizing support from staff, board, and volunteer event committee
- Serve as lead contact/liaison for external community groups who fundraise on behalf of CASA
- Serve as staff liaison to Board and Fund Development Committee, support board members as they take on a more active fundraising role
- Develop and implement a stewardship program to cultivate deeper ties with donors, including thank you notes or gifts from agency or Board, meetings, in-person impact updates, etc.
- Develop regular communication specific to donors regarding the impact of their support
- Manage Network for Good donor database input, content, reporting, online fundraising platforms; present statistical or trend analysis to Executive Director and Board
- Assist Executive Director periodically with grant research, writing, editing, management, reporting & stewardship
- Keep abreast of events, initiatives, trends or best practices related to fund development

#### **Other Responsibilities**

- Participate in regular and periodic supervision with the Executive Director
- Attend and participate in continuing education opportunities, at least 12 hours per fiscal year
- Attend, participate in or review training, guidance and best practices provided by Texas CASA related to job duties
- Assist with general program development and evaluation as needed by Executive Director
- Other duties as assigned

#### **Education, Qualifications**

##### **Education**

- Bachelor's degree in marketing, management or related field
- Minimum of three years of experience in related field preferred

##### **Qualifications**

- Understanding and commitment to CASA's mission, vision and values
- Experience with community relations and development, or other similar outward facing role, such as donor/sponsor/client cultivation, event planning, volunteer management, proposal writing and presentation, etc.
- Experience with marketing, media, public relations
- Able to interact cooperatively with and motivate staff, board members, volunteers, audiences, including diverse populations and different types of personalities
- Desire to get out of the office and build external relationships
- Exceptional communication skills including writing, speaking and meeting facilitation
- The ability to work under time constraints, be goal-orientated, manage tasks autonomously
- Highly organized with attention to detail
- Strong interpersonal skills
- Flexible schedule as work related appointments or events may occur in evenings or weekends
- Strong computer skills including Microsoft Office, database systems, websites, social media
- Able to maintain confidentiality and discretion
- Demonstrate professional conduct always
- Applicant must pass program required background checks

**Physical Requirements and Work Environment**

The Director of Communication & Development will be expected to have daily transportation to attend meetings and events outside the office. He/she will spend some time in the office that could involve intermittent physical activities including bending, reaching, sitting and walking during working hours. Additionally, this individual may be expected to bend or lift when setting up for events, storing supplies, etc. It is anticipated that the individual may spend several hours of each day seated and may also stand for long periods of time when making presentations, at special events, etc. Reasonable accommodations may be made to enable a person with physical disabilities to perform the job.