



**Job Announcement:
Development Director**

At Santa Rosa Community Health, everyone's voice is heard and valued. Our work family fiercely believes that none of us should ever receive anything less than the best care possible. As the largest Federally Qualified Health Center in Sonoma County, we have nine locations that serve more than 50,000 people a year, and we were voted "Best Place to Work" three years in a row. People who work here love what they do! With lots of opportunity for professional growth and a generous benefits package, you'll enjoy great work-life balance with a team that feels like family. You can make a lasting impact on Santa Rosa!

Job Summary: Fundraising: Working closely with the executive team, the Development Director leads the planning and of all aspects of individual fund development efforts, including cultivation and stewardship of individual donors and major gifts, expansion of the donor base, and annual and planned giving programs. The position is responsible for achieving SRCH goals for donor giving through a stratified approach including corporate gifts, major donors, and community-based giving. The position manages the SRCH fundraising campaigns and leads the coordination of volunteers, events, meetings, programs, and other resources available to enhance positive relations with all donors.

Marketing and Communications: The Development Director supervises the planning and implementation of internal and external communications for SRCH and acts as primary media and public relations contact. The Director is responsible for overseeing the development and production of community newsletters, press releases, the annual report, and electronic communications. The Director develops and oversees the implementation of agency-wide marketing plans designed to increase community, patient, and donor engagement. The position directs the activities of external consultants hired to assist with the job duties included herein, including graphic designers, web masters, printers/mail houses, and copywriters.

Government/Community Relations and Advocacy: Working closely with executive team and advocacy partners such as CPCA and RCHC. The Director is responsible for engaging State and local government representatives in the issues and legislation of importance to SRCH. Develop strong relationships with elected officials and local governments that facilitate ease and support as future organizational needs arise. The Director will promote SRCHC's image and positive relationships among existing and potential community partners and stakeholders. Additionally, the Director will work with the Marketing and Communications Manager to engage the staff, board, and patients in advocacy efforts that support SRCH's mission, vision, and values.

Supervision: The Development Director is responsible for the successful supervision of key development specialists including grants development and management, internal and external communications, and public and government relations. This includes mentoring, feedback, and support for the individual's success and professional development.

Success requires a high level of professionalism in written and verbal communication and solid experience in fund development, donor relations, and public relations or other related communications. Ability to relate constructively with all components of the organization is essential.

Duties and Responsibilities:

- Develop and implement an annual fundraising and communications plan and calendar in alignment with agency mission, vision, values, and strategic plan objectives. Oversee the implementation and modify plan as needed.
- Provide strategic direction for all campaigns and activities related to fundraising.
- Research, identify, and analyze individual and corporate donors and prospects to develop strategies for gift growth or acquisition.
- Serve as primary contact for donors; develop and maintain positive working relationships with donors.
- Cultivate and solicit major gifts from donors; develop and direct donor stewardship activities.
- Plan and execute the SRCH fundraising campaign following established best practices, including tours, free feel good cultivation events, and a major donor event.
- Engage Board members in fundraising and communications activities as appropriate.
- Develop, implement, and oversee community engagement initiatives.
- Manage fundraising and communications budget.
- Oversee the development, implementation, and ongoing execution of a formal, organization-wide volunteer program.
- Develop, recruit, and maintain a volunteer force to support Fundraising & Communications activities.
- Coordinate special events and outreach for community engagement as well as donor recognition, appreciation, and stewardship.
- Direct donor database data entry and maintenance to optimize the availability of information required to support ongoing fundraising activities.
- Publicly represent the organization at appropriate networking and political events.
- Develop coordinated, integrated messaging across all external fundraising & communications outlets.
- Act as media contact person and strategically initiate media interest. Prepare staff for media interaction.
- Develop, oversee and coordinate the production of effective external communications pieces, including brochures, e-blasts, press releases, ads, and direct mail pieces and any other external communications.
- Identify and arrange for presentations at community organizations.
- Assume other tasks and responsibilities as assigned by the CEO.

Minimum Qualifications:

Education:

- Bachelor's Degree in communications, marketing, journalism; or equivalent education or experience in a key fund development position.
- Master's Degree preferred.

Experience:

- Minimum of 5 years of experience successfully securing high-level donor funding for nonprofit and/or governmental agency, or equivalent experience.
- Four years of experience in public relations, marketing, and/or communications, developing and implementing PR, marketing, or communications plans.
- Experience developing and maintaining effective relationships with supporters, donors, media representatives, and local officials and leveraging those relationships for the good of the organization.

- Experience in developing social media strategy and utilizing e-mail marketing tools and social networking resources for business purposes.

Knowledge and Skills:

- Excellent verbal and written communication skills.
- Excellent grammar, writing, editing, and research skills.
- Highly organized, capable of handling multiple priorities with attention to detail, meeting deadlines, and managing time effectively.
- Excellent working knowledge of computers, Internet, MS Office programs, spreadsheet. Experience in utilizing technology tools and the ability to master new technology tools as required.
- Access to reliable transportation; some travel may be required.
- Ability to work independently as well as collaboratively with a team.
- Self-motivated, creative, able to energize and lead staff and volunteers.
- High emotional IQ, e.g. clear boundaries, honesty, integrity, skillfully assertive, flexible.
- Committed to the mission of Santa Rosa Community Health Centers.

Physical Requirements:

While performing the duties of this job, this position is frequently required to do the following:

- Use standard office equipment and access, input, and retrieve information from a computer. Use computer keyboard with manual and finger dexterity and wrist-finger speed sufficient to perform repetitive actions efficiently for extended periods of time.
- Communicate effectively in person or via telephone in a manner which can be understood by those with whom the person is speaking, including a diverse population.
- Give and follow verbal and written instructions with attention to detail and accuracy.
- Perform complex mental functions and basic arithmetic functions; interpret complex laws, regulations, and policies; collect, interpret, and/or analyze complex data and information.
- Vision: see details of objects at close range.
- Reach forward, up, down, and to the side.
- Sit or stand for minimum periods of one hour at a time and come and go from the work area repeatedly throughout the day.
- Lift up to five (5) pounds.