



SENIOR DIRECTOR OF MISSION ADVANCEMENT

| April 5, 2024

CATHOLIC RECRUITER ASSOCIATES

EXECUTIVE SEARCH • MANAGEMENT CONSULTING



BACKGROUND

In 1953, **Catholic Social Services of Atlanta** opened as a referral center with two full-time employees. In 2006, Catholic Social Services became a member agency of the national umbrella organization, Catholic Charities USA, and changed its name to Catholic Charities Atlanta (CCA). CCA has been nationally accredited by the Council on Accreditation for over a decade to ensure we are following best practice standards for service delivery. Although the services we provide have changed and evolved over the years, the driving concept of offering a hand up to those in need, regardless of an individual's background or religion, has remained the same. As we continue to innovate to ensure better outcomes for those we serve, we began shifting the focus of our programs to a case management model in 2018. We believe our services should not leave families where they are, but rather should empower them to become more independent. CCA now has 8 service areas and 20+ programs tailored to the needs of Metro Atlanta's most vulnerable.

Through our holistic approach, we provide Counseling and Parenting Services, Educational Services, Financial Health Services, Food Security & Resource Services, Housing Services, Immigration Legal Services, Refugee Services, and Veteran Services.

Position Title: Senior Director of Mission Advancement

Reports To: Chief Executive Officer

Position Summary:

The Senior Director of Mission Advancement is responsible for creating, implementing, and managing fundraising efforts to support the mission of the organization.

This strategy includes but is not limited to the following:

- Analyzing current donor base and developing strategies on how to increase participation and support from parishes.
- Developing and implementing fundraising strategies to meet financial goals that support the organization's needs.
- Developing multi-faceted communications strategies to effectively connect with donors, community collaborators, volunteers, and the general public.
- Creating and implementing a marketing and media plan to build mission awareness and inspire donations and support to Catholic Charities Atlanta.

Qualifications:

General

- Bachelor's degree required; advanced degree preferred.
- A minimum of 5 years of directly related experience with a proven record in managing nonprofit fundraising and development staff/team.
- Proven and successful fundraiser, especially with major donor programs.
- A good understanding of marketing and communications, including website and social media management.
- Dynamic, high-energy work style.
- Exemplary written and verbal presentation skills are required.
- High degree of organizational, analytical, and project management skills.
- Ability to anticipate risks and set and achieve goals.
- Candidate should have the ability to creatively overcome challenges.
- Strong interpersonal skills, including the ability to foster teamwork and diplomacy in difficult or sensitive situations.
- Experience working with multicultural communities and a commitment to the values of diversity, equity, and inclusion.
- Self-motivated to engage in ongoing learning and improvement, both as an individual and as part of a team.

Specific

- Ability to create and drive fundraising systems for a \$10M organization.
- Direct fundraising efforts with donors at every level and the ability to interact with Board and Archdiocese leaders.
- Strong foundation in budgeting, fiscal management, goal setting, and evaluation as well as donor analytics.
- Proficiency with Outlook and Microsoft Office (Word, Excel, PowerPoint) is necessary.

- Experience with Blackbaud software is preferrable.
- Experience with Word Press and Canva is a plus but not required.
- Must be Catholic.

Duties & Responsibilities:

- Responsible for developing individual and team goals designed to meet revenue goals and the needs of the organization.
- Cultivating major donors and making large asks.
- Inspiring and leading the Mission Advancement team to achieve results.
- Working with Board of Directors to meet targets.
- Responsible for meeting benchmarks and other performance measures; addressing areas of concern in a timely and productive manner.

Fundraising

- Utilizing data to segment and develop fundraising donor move strategies for target audiences, including donors, prospective donors, and volunteers.
- Overseeing specific fundraising projects and campaigns including President's Circle major gift program, Faces of Hope Tours and Leadership Class program, Hope Realized fundraising breakfast, Soirée, and Run to Serve events as well as direct mail solicitations.
- Coordinating logistics and supporting material for cultivation and special events as needed.
- Planing and implementing marketing activities for fundraising and year-round relationship-building activities.
- Overseeing the design and implementation of the year end direct mail program and the annual 2nd collection as well as the evaluation of these efforts.

Marketing & Communications

- Managing the Marketing and Event Manager in all aspects of marketing to support the fundraising efforts of the organization including:
 - The design, development, and distribution of all marketing material used to promote the organization and its fundraising and volunteer activities.
 - Providing communications and marketing support for the stewardship of donors.
 - Managing emerging social media trends and determining on-line advertising and social media opportunities.
 - Working with program staff to raise awareness about their individual programs.

- Overseeing the updates and maintenance of the CCA website, regular posts to CCA's social media accounts, and monthly updates and announcements.
- Coordinating day-to-day media relations and external communications including external e-newsletters, website and social media networks, fielding media calls, media monitoring, as well as acting as spokesperson for the agency when appropriate and coordinating with the Archdiocese of Atlanta Communications office as appropriate.
- Establishing and managing internal employee communications so fundraising and volunteer messages are reaching staff in a timely, accurate, and clear manner.

Volunteer Resources

- Managing the Assistant Director of Volunteer Resources to support the needs of the organization.
- Ensuring the engagement and viability of the volunteer program through volunteer appreciation and awareness activities.
- Engaging and connecting volunteer activities to move management plan for fundraising.

Supervisory Responsibilities

The Senior Director of Mission Advancement is responsible for recruitment and supervision of the Director Development, Assistant Director of Volunteer Resources, and Marketing/Events Manager, contractors, interns, and volunteers.

Comments

- The work week is generally 37.5 hours per week on a year-round basis; however, the position requires a willingness and flexibility in work hours when necessary to fulfill job responsibilities.
- Employee is subject to Personnel Policies and procedures prescribed for all personnel.
- Must have a valid Georgia driver's license with a good driving record, reliable personal transportation and must have auto coverage at the level required by CCA's insurance company.
- Position is exempt.

Disclaimer

This is not necessarily an exhaustive list of the responsibilities, tasks, skills, efforts, or working conditions associated with the position. While this is intended to be an accurate description of the current job, management reserves the right to revise the job or require other tasks be performed when circumstances arise (i.e., emergencies, changes in personnel, rush job, technological developments, etc.).

Salary: Commensurate with background and experience. Comprehensive benefit program. Details will be furnished to finalist candidates).

Application Deadline: June 15, 2024
(We reserve the right to shorten the deadline for applications if we have sufficient interest. Please apply early to ensure your background will be considered.)

For consideration, please email resume to:

Brent Morton
Vice President
Catholic Recruiter Associates
[**Brent@CatholicRecruiter.com**](mailto:Brent@CatholicRecruiter.com)

Note: Only those selected for an interview with the search committee will be contacted.

Search managed by:

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