



Reports to: Executive Director

Homeless Services Center (HSC) partners with individuals and families to create pathways out of their homelessness into permanent housing. HSC is a leader in working to end homelessness – and we want you to be part of our team. HSC is looking for individuals eager to make a difference and willing to enthusiastically commit to join in our vision that homelessness in Santa Cruz County should be rare, brief and non-recurring. Learn more at www.santacruzshc.org.

Job Description:

Reporting to and working in close collaboration with the Executive Director, the Director of Fundraising and Development will design and execute the development strategy for Homeless Services Center (HSC). He or she will form and manage the HSC Development team. Duties include leading the areas of fundraising and resource development, soliciting individual and corporate donations, grants, overseeing gift tracking, reporting, research and acknowledgement; analysis and reporting of outcomes; support for related meetings and events associated with the development efforts; supervision of volunteer activities; coordination of in-kind donations.

Job Duties:

Fundraising

Responsible for setting and meeting the annual budget goals for individual, corporate and foundation revenue (approx. \$2.1M for FY19). Conduct research, prospecting for individual, corporate and foundation donors. Provide leadership for HSC annual events, including theme development, budgeting, solicitations strategy, managing committee relations, recruiting volunteers to serve, and event logistics. Organize monthly solicitation drives or benefit events for ongoing support from individuals and corporations. Plan house parties, campus tours and other special events.

Communications

Supports the Executive Director in HSC's on-going communications and messaging efforts. Develop and implement a strategic donor communications plan. Monitor ongoing social media campaigns, develop messaging regarding current and future fundraising needs, and create regular press releases. Deeply understand, diagnose, and generate solutions to public misunderstanding of homelessness.

Community Outreach

Act as HSC's lead representative and ambassador in a number of external coalitions, groups, and events. Maintain strategic relationships with key stakeholders, including elected officials, donors, university reps, community leaders, and advocates. Build and implement a strategy to educate and mobilize community groups, faith-based groups, neighborhood groups, etc. in the mission to end homelessness. Perform regular outreach to broad audiences and schedule educational presentations to be given directly or by the Executive Director. Coordinate and facilitate community meetings.

Necessary skills/qualifications:

- Equivalent of three years of progressively responsible development and fundraising experience in performing job functions related to this description
- Bachelor's degree or equivalent work experience required
- Excellent skills in verbal and written communication, communication with tact, discretion, and sense of collaboration and consensus building
- Excellent tech skills including high proficiency in Microsoft Office Suite, donor/volunteer databases (preferred experience with DonorPerfect Online, Constant Contact), website development and maintenance, and Adobe Creative Suite or similar graphic design tools
- Knowledge of the latest advances in effective use of digital and social media for effective organizational communication, including online communities, search engine optimization and other digital marketing tools
- Capacity for creative design and implementation of branding strategies
- Ability to handle projects under time and resource pressure
- Ability to coach and support staff, board and volunteers as spokespersons
- Self-starter with the ability to prioritize among competing goals and initiate process improvements
- Ability to communicate effectively and respectfully with people of diverse lifestyles, backgrounds, ethnic and cultural groups
- Ability to stay engaged and optimistic in a politically charged and sometimes negative community environment
- Strong commitment to equity and dignity for all. Sensitivity to the needs of individuals experiencing homelessness, with a deep passion for social justice

Hours:

This is a full time, benefited, exempt position. Occasional evenings and weekends required. Health Insurance and PTO benefits begin after 90-day introductory period. Retirement benefits begin upon first day of employment.

To Apply:

Please email a cover letter and resume to the attention of Human Resources at recruiter@santacruzshc.org. No phone calls or faxes please. HSC is an Equal Opportunity Employer.
