

<b>National Council Office Society of St. Vincent de Paul</b>	
<b>Position Description</b>	
<b>Position Title:</b>	Chief Advancement Officer
<b>Reports To:</b>	Chief Executive Officer
<b>Classification:</b>	Full-Time Exempt

**Objectives:**

The Chief Advancement Officer (CAO) is responsible for all activities related to board, member, donor and stakeholder communications and identification, cultivation, solicitation, and stewardship of annual, major, and planned gifts from board, friends, corporations, and foundations.

The CAO is responsible for raising private sector funds to support National Council's initiatives, and working with member Councils across the country to develop strategies and programs that leverage the national footprint of the Society, its many existing programs, and 100,000 Vincentian volunteers working across the country.

**Key Responsibilities:**

**Communications and Marketing**

- Work with CEO and Board on public relations and marketing to increase knowledge and awareness of SVDP, its mission, activities, and the value of its work.
- Implement multifaceted communications strategy, including use of electronic mail, National Council SVDP website, social media platforms, print and broadcast media to disseminate SVDP policy, programs and activities, advocacy and related messaging to advance the SVDP mission.
- Focus on external communications to ensure consistent messaging and branding in all print and online donor, partner, and stakeholders materials.
- With the finance staff, sustain efficient, effective and transparent financial tracking and reporting processes.

**Development and Revenue Generation**

- Lead the efforts to increase revenues through corporate, individual, and foundations funding and/or federal contracts.
- Identify and implement new revenue streams and fundraising methods, with focus on increasing sustainable unrestricted, private revenue.
- Identify grant opportunities and share with CEO, leadership volunteers and staff. Assign grant writing execution. Grant writing is shared depending on the program area, and not the sole responsibility of this position.
- Personally maintain a major gifts portfolio of 80-120 pre-qualified donors and prospects.

### **Development and Revenue Generation continued**

- Partner with CEO, Executive Team, and both the National Council and National Foundation Boards to deepen existing funder relationships and cultivate new supporters.
- Evaluate and drive the use of new technology communications, marketing and funding vehicles including social media and online giving, leveraging the organization's website and online tools.
- Plan and evaluate financial needs and fundraising plans and budgets for the National Council's future.

### **Board and Senior Staff Leadership**

- Work closely with Executive Team, National Council Board Development Committee, and National Foundation Board to lead the creation and implementation of a development strategy.
- Attend National Council and National Foundation board meetings and committee meetings and report on development activities as needed, in coordination with the CEO.
- Serve as an ambassador and spokesperson for the organization as needed, and articulate our mission to external constituents, partner organizations, and current and potential funders.
- Work with the CEO and National President (leadership volunteer and Board Chair) to ensure board members are engaged and energized by their association with our organization and mission, and provide information as needed to board members on donor cultivation and fundraising techniques.

### **Skills, Knowledge and Experience Requirements:**

- Minimum 8-10 years of directly related experience, preferably several leading a communications and development department of a nonprofit social services organization.
- Knowledge of Catholic faith and Catholic Social Teaching principles highly preferred.
- Development leadership in a national/membership organization preferred.

**Accountability:**

- Supports the Rule and By-Laws of the Society of St. Vincent de Paul.
- Adheres to policies and procedures of the Society and all pertinent legal regulations.
- Prepares and accomplishes annual performance and program objectives.
- Participates in annual self-evaluation and performance review.