

## EXECUTIVE SEARCH

### POSITION SPECIFICATION

TITLE: Director of Development and Communications

CLIENT: Covenant House California

Covenant House California (CHC) is a multi-service agency, with locations in the heart of Hollywood and Oakland, dedicated to assisting homeless and at-risk youth in resolving their crisis situations, attaining stable housing environments, employment, and preventing adult homelessness. Since 1988, CHC has opened its doors to homeless youth who suffer from the trauma of trying to survive on the streets and the physical or psychological abuse, neglect, or high-risk behaviors that led them there.

CHC began as a street outreach program in 1988, primarily driven by a handful of volunteers who were united in their efforts to assist the many youth found living on the streets of Hollywood. The program provided food, crisis intervention, warm concern, and access to a network of community resources, aimed at getting street youth to move toward stable housing situations. All services are provided with immediacy, are free of charge, and are tailored to meet the needs and goals of the individual. In 1996, Covenant House California celebrated the opening of its new residential center, made possible through government funding, the generosity of individual contributors, and foundations. The 36,000 square foot Center features a 48-bed crisis shelter, 24-bed transitional living center, health clinic, chapel, individual and group meeting spaces, cafeteria, and recreational space, and was custom built to provide a safe and supportive environment, in which youth can gain the physical, emotional, spiritual, and social well-being to successfully transition to independent living. In 1998, CHC opened an expanded Employment Skills Program and installed a dedicated Computer Learning Center.

To address the needs of underserved youth in Oakland, in 1998, CHC expanded beyond its Los Angeles base, by establishing the Oakland Outreach and Community Service Center. In 2002, CHC opened a 25-bed temporary shelter program for Oakland youth, and is currently acquiring a 17,487 square foot building to serve as its permanent Oakland Residential Center. The property, located in Jack London Square will allow Covenant House to replicate the Hollywood-based continuum of services for homeless youth, primarily ages 18-21. Position Specification - #1200 Page 2

Today, Covenant House California continues to reach out to thousands of youth on an annual basis, extending a vital link and real opportunities for youth to better their lives and to prevent homelessness in adulthood.

For additional information describing Covenant House California, please visit their website at [www.covenanthouseca.org](http://www.covenanthouseca.org).

LOCATION: Hollywood, California

### REPORTING

RELATIONSHIP: The Director of Development and Communications reports directly to the Executive Director and will manage a staff of nine individuals.

### POSITION

CONCEPT: The Director of Development and Communications will provide administrative supervision of the Development Department, including the management of the department budget, monitoring of the department performance, staffing/training, and scheduling, meeting coordination.

### SPECIFIC

#### DUTIES:

1. Oversee and manage the implementation of the agency's development activities including: direct mail, donor relations, major gift solicitation, telemarketing, grant development, planned giving, capital and major gift campaigns, and special events.

2. Manage, with the Executive Director, media relations for the agency. This includes developing and implementing a public relations campaign to create visibility for the agency and its programs; organizing and coordinating press conferences, and all aspects of media coverage.
3. Supervise all Development Department's staff including the Assistant Director of Los Angeles, Oakland, and Grants Department.
4. Supervise the utilization and coordination of volunteers, consultants, contractual staff, and other agency staff as required.
5. Responsible for coordinating the development and distribution of agency publications. Chairs "agency publication work team."
6. Identify, cultivate, solicit, and steward individual, foundation, and corporate support.

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7. Develop and manage the department annual budget and strategic plan goals and objectives.
8. Design and manage the agency special events including a major annual fundraising event, donor receptions, and movie screenings.
9. Provide ongoing communication and support to the full Board and its committees in matters related to development/fundraising. Attend Board meetings, Development Committee meetings, and prepare agendas, provide needed resources etc. Assist Board members in their fundraising efforts including identifying potential donors and donor cultivation and solicitation.
10. Maintain ongoing communications with Covenant House Corporate staff, provide required reports and information, and coordinate corporate staff assistance and support to Covenant House California. Prepare and submit to corporate periodic Golden Notes and appropriate information for articles.
11. Assist in the publication of the agency's newsletter.
12. Manages the annual "employee campaign."
13. Supervise the development and implementation of donor recognition systems at the agency.
14. Serve as member of the Executive Management Team and work closely with all staff and volunteer leadership to promote individual program objectives and overall mission of the agency.
15. Analyze giving patterns and perform research on existing donors.
16. Interview and contract with consultants for special events, capital campaigns, website service, publications, and invitations design and printing, and other related fundraising activities.
17. Create and operationalize a viable in-kind giving program to support all aspects of the agency's operation.
18. Develop a plan for corporate sponsorship of special events including annual dinner gala, Candlelight Vigil, and Thanksgiving celebration.
19. Conduct meetings, discussions, and research to identify new prospects for cultivation and major gift solicitation.

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20. On a weekly or as-needed basis meet with the Executive Director to discuss fundraising strategies and best practices.

## CANDIDATE

### QUALIFICATIONS:

- The ideal candidate will have at least five years of experience in fundraising with a consistent track record of leading and managing a successful development program, including meeting or exceeding budgetary fundraising goals. This experience must include all facets of resource development: department budget management, monitoring of the department performance, staffing/training, telemarketing/direct mail, membership groups, board relations and development, and major gift fundraising (individual major gifts, foundation relations, and corporate relations).
- Ability to work closely and effectively with the Executive Director and similarly engage cooperatively and collegially with other senior team members, members of the board, and development department staff. Must have the desire and commitment to create and thrive in a collaborative environment.
- Demonstrated experience working successfully with volunteers, board members, and related board committees.
- Proactively and sensitively engage key staff in planning initiatives and support them in assuming their part in advancing departmental goals.
- A track record of "leading by example," managing and coaching other staff toward successful performance. Must be a driven and goal-oriented professional.
- Outstanding written and verbal communications skills, coupled with exceptional listening ability.
- Excellent interpersonal skills, with the ability to effectively interact with individuals from diverse socio-economic/ethnic groups.
- Ability to be an outstanding representative of the agency to the community; this individual will be able to personally and effectively engage with outside parties, especially funders and key decision-makers.

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- A strong work ethic coupled with an enthusiastic and passionate approach to one's work. The successful candidate will be a highly energetic individual with the highest ethical and professional standards.
- Excellent organizational, administrative, and project management skills. A decisive, inspiring, "roll-up-the sleeves," results-oriented manager who is able to keep seemingly diverse projects moving forward within a consistent strategic framework.
- The ideal candidate will be a highly energetic and compassionate leader who possesses superb management skills and experience working within a dynamic environment.
- The ability to function as a catalyst, coach, and doer, with strong people skills to guide staff at all levels of the organization.
- A track record in PR/Marketing techniques that improves results by increasing the base of fiscal support, increasing visibility, and sustaining the mission is desirable.
- Strong computer skills, familiarity with fundraising/donor database software programs.
- Flexibility to travel to corporate and affiliate sites as well as attend conferences and trainings.

EDUCATION: A Bachelors degree is required.

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