



With Dignity and Opportunity

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CASA LATINA JOB ANNOUNCEMENT

Position: Development & Communications Director

Location: Seattle, WA

Reports to: Executive Director

Organization description:

Founded in 1994, Casa Latina advances the power and well-being of Latino immigrants through employment, education, and community organizing. Casa Latina envisions a day when the Latino community participates fully in the democracy and economy of this country. A nonprofit organization, Casa Latina's core programs include day labor employment through Casa Latina's worker center, English language classes, workplace safety and job skills trainings, leadership development, and community organizing around issues of public policy that affect immigrant workers. In addition to directly serving the Latino community in King County, Casa Latina has national impact as a model day worker center whose programs, curricula, and operations have been emulated by worker centers throughout the country.

Position Description:

The Development & Communications Director is responsible for raising and growing revenue to fund Casa Latina's programs and advance the organization's mission. The Development & Communications Director develops and leads fundraising strategy and manages the execution of multiple development approaches including relationship-based major donor fundraising, events, direct mail, email, social media, and more. This position leads communications strategy to powerfully tell the story of Casa Latina's programs and impact to a broad audience in order to build appreciation and understanding of the organization's work and raise Casa Latina's profile in the community—with a primary goal of inspiring new, continued, and increased philanthropic support. The Development & Communications Director manages a current team of two direct reports: a Communications Associate and a Development Operations Associate. This position also serves on Casa Latina's management team alongside the Executive Director, Programs Director, and Finance and Administration Director.

Essential Duties:

Management & Leadership

- Create annual, strategic work plan to ensure timely and successful generation of revenue, to cultivate new donors, and to steward and retain existing donors.
- Lead and mentor the development and communications team, supporting their success, providing direction, and ensuring job satisfaction.
- Provide regular development updates and analysis to management team and to board of directors. Engage, encourage, and coach board members and management team in fundraising activities.
- Create and manage development and communications budget in collaboration with finance department. Ensure that development department's gift-processing policies, record keeping, and communications with finance department follow industry best practices.
- Direct accurate and thorough tracking of donor data, activity, and relationship history through the use of software tools—including eTapestry.
- Set annual resource development goals to raise revenue from individuals, corporate, foundation, and government sources. Create and implement strategy to meet or exceed these goals each year. Track progress and manage work plan across all four of these revenue streams.

- Build a culture of philanthropy throughout the organization, instilling a sense of ownership and appreciation of fundraising success as a collaborative enterprise among staff and board.

Donor Relations

- Identify, cultivate, solicit, and steward a portfolio of major donors. Systematize major donor fundraising strategy, activities, and tracking. Create and execute annual moves management plans for major donors and prospects.
- Increase philanthropic support from unrestricted funding sources both in amount and as an increasing percentage of total organizational revenue. This necessitates an emphasis on increasing support from individual donors.
- Manage planning and execution of mission-focused, annual fundraising Gala in collaboration with third-party event planning contractor. This includes oversight of corporate sponsor outreach, table captain outreach, event publicity and promotion, logistics planning, negotiating contracts with event vendors, and planning of event program and messaging.
- Oversee relationship management of key funders. Serve as the relationship manager—or in some cases facilitate other appropriate staff or board leads to serve as relationship manager—for individual major donors and for corporate, foundation, and government funders.
- Ensure that donors are thanked in timely fashion, have a clear sense of what their gifts will support, and receive regular reports on the impact their giving has—in order to strengthen donor trust, deepen donor relationships, and increase donor retention.
- Create meaningful opportunities for donors to connect with Casa Latina’s mission on a personal level through tours, events, and one on one meetings.

Communications

- Create and direct thoughtful, mission-focused annual communications strategy to tell the story of Casa Latina’s work and impact, inspire steady and increasing philanthropic support, and build recognition of Casa Latina’s leadership in the broader community.
- Oversee implementation of communications channels including print collateral (e.g. newsletters, annual report, and event invitations) and digital media (e.g. website, social media, and email) to support annual communications strategy.
- Represent Casa Latina in the broader community through public speaking events, media coverage, and event participation.
- Integrate Casa Latina’s multiple external audiences into communications planning and strategies. These key audiences are comprised of: donors, employers of Casa Latina members, Casa Latina members, volunteers, and activists.

Qualifications:

- Demonstrated ability to meet ambitious fundraising targets.
- Strong commitment to social justice and to immigrant and worker rights in particular.
- Minimum of 5 years of demonstrably successful nonprofit development experience, with increasing levels of responsibility.
- Proven record hiring, inspiring, leading, and supporting high-performance teams to successful attainment of goals and to high levels of employee satisfaction.
- Demonstrable success in relationship-based major gifts cultivation and solicitation.
- Experience developing and managing revenue and expense budgets.
- Full professional proficiency in Spanish (speaking, writing, and reading). Fluent in English.
- Experience working with, advocating for, and relating to marginalized communities, including low-income communities, people experiencing homelessness, and immigrant and refugee communities.
- Exceptional communication skills, including interpersonal, written, verbal, and public speaking.

- Natural ease with and enjoyment of people from all walks of life. Able to actively listen to donors' priorities, appreciate their interests, and form authentic connections.
- Knowledge of, commitment to, and experience with the Latino community and Latino cultures.
- Familiarity with the Seattle philanthropic community is a plus.

Compensation: Salary range: \$65,000-\$70,000, depending on experience. Generous benefits, including medical, dental, and retirement. (Eligibility for retirement plan begins after one year of employment.)

Application process:

Applicants should send 1) a resume, 2) a cover letter describing their qualifications and interest in this specific position, and 3) three professional references relevant to this position. Applications without a cover letter will not be considered.

Send applications to careers@casa-latina.org with the subject line "Development & Communications Director." No phone calls please.

Applications will be reviewed as received, and the search will remain open until the position is filled.

Casa Latina is an affirmative action employer. People of color, women, immigrants, people with disabilities, people of any sexual orientation or gender identity, and people with low-income backgrounds are encouraged to apply.