



Job Description Development Manager

EXEMPT: Yes

LOCATION: 1557 Healdsburg Ave,
Healdsburg CA 95448 (temporarily remote)

DEPARTMENT: Development

HOURS: Full-time, 40 hours. Some weekends
and evenings required.

REPORTS TO: CEO

DATE: 12/02/20

ORGANIZATION BACKGROUND: Corazón Healdsburg is a nonprofit organization whose current mission is to bridge the racial, cultural and economic divides in Northern Sonoma County.

We operate a (temporarily partially remote) bilingual resource center in Healdsburg and offer family support programs, education for all ages, financial guidance, legal assistance and emergency response. We coordinate and amplify the local Latinx voice, and we host cultural events that publicly celebrate the Latinx community and build cultural bridges amongst neighbors. Everything we do supports our goals of overcoming cycles of poverty for participating families and empowering them to create new relationships—with each other, with the community at large and with local systems and services that are meant to exist for everyone.

Corazón Healdsburg has recently welcomed its first ever permanent CEO, Glaydon de Freitas Filho, who has a strong vision to create intentional and highly effective programs aligned with the values of inclusion, diversity, and empowerment. Glaydon is championing a first ever strategic plan for the organization and, in partnership with Corazón's long-term Development Consultant, is seeking a partner to help galvanize supporters around the plan, including hiring Corazón's first ever full-time development staff member.

SUMMARY OF THE POSITION: Corazón Healdsburg is hiring a full-time salaried **Development**

www.corazonhealdsburg.org | PO Box 1004, Healdsburg, CA 94558

Our mission: Bridging racial, economic, and cultural divides in Northern Sonoma County

Corazón Healdsburg is an Equal Opportunity/Affirmative Action Employer



Manager who will support all aspects of revenue generation. The Development Manager will also be a role model for leveraging existing fundraising infrastructure we have put in place to sustain and grow our donor base. He/She/They will report to our CEO and be an integral member of the Corazón team.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Individual Donor Cultivation, Solicitation, and Stewardship

- Managing a portfolio of up to 100 individual donors with annual giving potential between \$1,000 and \$10,000
- Planning and executing annual individual giving strategies and campaigns that grow revenue, expand outreach to acquire new donors, retain existing donors, grow average gift size, and identify the next generation of donors with major gift potential
- Communicating with donors to ensure donor centric goals, engagement and increasing level of commitment to Corazón Healdsburg
- Recording all actions in and leveraging our database of record, Salesforce, to track all donor contact and engagement.
- Supporting the CEO and Development Consultant in the cultivation, solicitation and stewardship of major and principal gifts
- Implementing an approved donor stewardship/recognition program for our annual fund, La Cosecha, including acknowledgements, communications, and donor appreciation activities/events.

Grant Writing and Foundation Relations

- Managing a portfolio of up to 30 foundations with annual grants ranging from \$2,500 to \$100,000
- Prospecting for grants
- Writing grant proposals and creating grant budgets in partnership with Finance/Operations team
- In partnership with programs team and Finance/Operations team, ensuring all grant reports are provided to funders in a timely and accurate manner
- Attending meetings with grantors as a representative of Corazón Healdsburg
- Serving as a subject matter expert and key team member for creating and funding restricted fundraising opportunities that align with Corazón's future strategic plan



Fundraising Events

- Supporting all aspects of fundraising events throughout the year, including our annual major donor event, Event of the Heart, in partnership with our board, staff, consultants, and volunteers
- Focusing on donor/sponsor experiences for each event, including but not limited to:
 - Helping to set and meet fundraising goals
 - Establishing and engaging event-related committees
 - Working with vendors to ensure event success
 - Recruiting members and volunteers for event support
 - Ensuring optimal guest experience
- Serving as a key member of staff teams who put on non-fundraising events

Corporate Relations

- Building a portfolio of up to 50 corporations with the potential to support Corazón at the \$2,500+ level on a one time or annual basis
- Prospecting and cultivating relationships with potential corporate donors aligned with Corazón's strategic plan, mission and vision.
- Implementing our new corporate relations initiative, Los Proveedores, in partnership with CEO and Development Consultant
- Creating corporate sponsorship benefits and programs for Corazón Healdsburg events and programs when appropriate
- Ensuring the delivery of promised benefits to corporate sponsors, if any
- Creating proposals and agreements for corporations to engage with Corazón Healdsburg

Administrative

- Tracking and being accountable for Corazón's annual fundraising goals in partnership with CEO and Development Consultant
- Working closely with all members of the Corazón team
- Meeting at least weekly with Development Consultant
- Attending and contributing to Board Meetings and/or Development and Events Committee meetings



REQUIRED QUALIFICATIONS:

- Strong affinity for Corazón's mission
- 5+ years of fundraising experience and knowledge of fundraising best practices.
- Proven experience closing gifts from individuals, corporations, and/or foundations
- Grant writing and reporting experience
- Exceptional interpersonal skills. Effective oral and written communications skills. Proven ability to effectively articulate clear and compelling messages, including the use of storytelling.
- Excellent attention to detail and commitment to accuracy.
- Database or CRM experience mandatory; Salesforce experience a huge plus
- Board and/or board committee exposure and experience a huge plus
- Demonstrated ability to work as part of a team and with people from a variety of different racial, ethnic, socioeconomic, educational, religious, sexual, gender, and generational backgrounds.
- Core computer skills in Microsoft programs including Word, Excel, PowerPoint, and Outlook.
- Flexibility to work occasional evenings and weekends.
- Spanish language fluency a huge plus

PHYSICAL DEMANDS: Must be able to sit at a desk. Must be able to do phone or computer work for blocks of time. Must be able to communicate verbally. Must be able to lift and move paperwork, files, and computer equipment up to 25 pounds. While performing the duties of this job, the employee is regularly required to walk, sit; use hands to handle objects/operate keyboards; reach with hands and arms; stoop, kneel, and crouch; talk and hear. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. This position holds regular office hours remotely (during shelter in place) or in our location at the Healdsburg Community Center Field position at off-site locations with unknown accessibility. The noise level in the work environment can be loud. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines. The position may require light travel to various locations throughout Sonoma County.

OTHER DUTIES: Please note this job description is not designed to cover or contain a



comprehensive listing of activities, duties or responsibilities that is required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

HOW TO APPLY: Please send a resume and cover letter to olympia@corazonhealdsburg.org.