

Job Title: Associate Director of Advancement

Position Location: Charlottesville, Virginia

Reports to: Chief Advancement Officer

Employment Type: Full-time, exempt. Occasional nights and weekends.

Habitat for Humanity of Greater Charlottesville (Habitat) is a nationally-renown, innovative non-profit housing organization creating simple, decent, affordable housing in partnership with low-income families, volunteers and the community of Greater Charlottesville. Homes are built with a volunteer labor force including homeowner families, corporate, civic, and church groups. Additionally, Habitat owns and operates the Southwood Mobile Home Park with the goal of redeveloping it as a mixed-income, mixed-use community for current and future residents. Habitat is an affiliate of Habitat for Humanity International, a non-denominational global housing ministry dedicated to eliminating housing poverty worldwide.

Scope of Responsibilities

The Associate Director of Advancement (ADA) works closely with, and serves as a “strategic think partner” to the Chief Advancement Officer (CAO) in maintaining the capacity of Habitat to achieve affiliate goals as established by the Board of Directors. The ADA plans, organizes and implements the fundraising and stewardship activities for the Annual Campaign; Planned Giving; Civic, Faith-Based, Corporate and Chapter partnerships; and Special Events. In addition the ADA will maintain a portfolio of mid-level donors with a focus on stewardship and moves management. The ADA concentrates on effective and efficient Advancement Team operations, including 1) coordination of day to day fundraising initiatives, 2) regular updates/reports regarding fundraising deliverables to the CAO, 3) Quality Assurance - facilitating excellence in the implementation and maintenance of programs and initiatives, and 4) evaluation of program and personnel effectiveness.

Prerequisite Requirements

- Positive, “can do” personality
- Desire to work in a team environment
- Advanced degree preferred in relevant field
- Excellent writing and communications skills
- Strong research ability
- Ability to learn quickly and take initiative with limited direction
- Ability to remain calm and focused in a dynamic environment
- Experience in cultivating relationships
- Experience researching prospective donors
- Demonstrated ability to multi-task, plan, organize, and implement multiple projects and meet deadlines
- Command knowledge of Word, Publisher, Excel, PowerPoint, Outlook, and other common non-profit database software

Core Competencies and Qualifications

1. A commitment to excellence, including the highest standards of integrity and professionalism, the Habitat Mission, and the principles contained in Koinonia Every Day;
2. The ability to “manage up.” This is a solutions-focused mindset which strives to resolve a matter rather than pass on a problem; and
3. The ability to evaluate program and personnel effectiveness

Key Functions

1. Concentrate on effective and efficient Advancement Department operations. The focus is on day to day program delivery and shall include regular updates/reports regarding program deliverables to the CAO
2. Exhibit excellence in the implementation and maintenance of programs and services. Quality Assurance is central to this position. In this capacity, the Associate Director of Advancement will leverage the effectiveness of the Chief Advancement Officer
3. Accept ad hoc delegated authority to manage and be accountable for specific program areas or deliverables
4. Assume responsibility for managing, coaching, and the on-going development of direct reports and junior team members. The Associate Advancement Director suggests professional development opportunities, assists with performance management, and ensures that underperforming staff are properly supported
5. Serve as an important “Strategic Think Partner” for the Chief Advancement Officer. Expertise in operations as well as the ability to critically analyze and evaluate program effectiveness positions the Associate Director of Advancement to assist with conception and creation of more effective operations and new and innovative programming

Core Responsibilities

Management

1. Assist to develop and plan of a variety of fundraising initiatives including, but not limited to, annual campaigns, major gifts, planned giving, foundation giving and grant writing, corporate giving, direct mail/direct response fundraising, events, donor communications and capital campaigns
2. Work with CAO to develop the annual and long-term Advancement Department goals and strategies, and operationalize the new and existing initiatives into the Annual Advancement Department Work Plan
3. Work with the CAO to develop annual Advancement Department budget
4. Manage the implementation of the Work Plan
5. Oversee record management
6. Monitor and report on quantitative and qualitative progress of the Advancement Department
7. Maintain knowledge of fundraising regulations, fundraising database software and trends in fundraising strategy

8. Ensure effective communication between the Advancement Department and internal and external stakeholders
9. Supervise, mentor and evaluate the Advancement Coordinator

Fundraising and Stewardship

1. Develop and implement the Annual Donor Campaign with a stewardship/moves management strategy
2. Develop and implement a mid-level donor/stewardship & moves management program
3. Maintain a portfolio of designated donors
4. Develop and implement the Planned Giving Campaign
5. Develop and implement a Civic, Faith-Based, Corporate and Chapter donor/partnership programs
6. Oversee planning and implementation of Special Events
7. Supervise department support underpinning HFHGC contact with major donors and ensuring maximum preparation of HFHGC representatives when meeting with major donors
8. With the CAO, provide staff support to the Advancement Committee and Advisory Council to assure effectiveness of participants

Marketing/Communication

1. Develop, execute and continually update a Communications and Marketing Plan in collaboration with the Grants/Communications Manager with assistance from the Advancement Department
2. Coordinate with Grants/Communications Manager to support the annual grant and resource development planning , and on publications content
3. Participate in affiliate marketing and communications, including speaking engagements, Habitours, and outreach activities
4. Proactively pursue opportunities for collaboration with Volunteer, Construction and Department of Family and Community Partnerships Teams, in particular around public-facing events
5. Network with internal and external stakeholders, applying a journalistic approach to interactions, to identify and link opportunities for relationship cultivation and funding that match affiliate needs

Other

1. Oversee the development and implementation of Special Projects as needed
2. Perform other duties as assigned by supervisor
3. Provide general support to assure efficient operations of the Advancement Department and affiliate as needed