

## **CHIEF ADVANCEMENT OFFICER**

**Status:** Full time, exempt

**Reports to:** Executive Director

**Posted:** July 24, 2020

### **Overview**

Friends is a diverse community of individuals, families and institutions who love our San Francisco Public Library and make it exceptional. We champion free public access to information, resources, and opportunities for all people. Our mission is to strengthen, support and advocate for a premier public library system in San Francisco.

### **Summary of Responsibilities**

In partnership with the Executive Director, the Chief Advancement Officer serves the mission of Friends as a member of the senior management team responsible for all advancement activities, including planning, supervision, and execution of annual fundraising strategies. This includes a primary focus on major gifts; new donor acquisition, estate and planned giving; stewarding Board member donor cultivation capacity; overseeing signature fundraising events, foundation grants, and enhancing the fundraising potential of the Executive Director. Direct and supervise the Major Gifts Officer, Communications Officer, Development Associate, and operations and technology underlying the department's functions.

### **PRIMARY RESPONSIBILITIES**

- Work with Executive Director to develop an overall vision and annual fundraising plans.
- Manage and ensure that revenue goals are met for individual gifts, donor acquisition, foundations corporations, planned giving, and special events.
- Carry a major gifts prospect and donor portfolio of 70 with the potential to give \$10,000 - \$100,000+.
- Conceptualize and drive a new donor acquisition effort resulting in a gain of a least 300 additional donors each year and expanded new audiences of supporters (Communications Officer is a key driver in this effort).
- Serve as the lead staff in carrying out our signature annual fundraising event, Library Laureates (with top-tier event planner).
- Effectively motivate, and align advancement staff team behind annual plans, setting expectations and holding team members accountable to measurable goals while being attentive to needs for professional development and/or correction.
- Lead and empower the Board of Directors to engage directly in donor relationship cultivation.
- Serve on the senior management team, including regular communication and collaboration with the senior leadership team of the San Francisco Public Library, and strategic planning with the Board of Directors.
- Participate in organizational strategic planning processes.

- Oversee all aspects of gifts management, donor acknowledgment reporting, and analysis with Blackbaud RE (Raiser's Edge) NXT
- Strategize the use of added digital tools to enhance fundraising and engagement strategies, including the FreeWill application, email marketing, and mobile phone donor platforms.
- Ensure that revenue goals are met for individual gifts, foundation grants, corporate donations, special events, and membership

### **Friends Mission and Values & Community Relationships**

- Serve as a senior member of the Internal Relations team in monthly meetings with the SFPL leadership.
- Positively represent the mission and community value of Friends internally and externally

### **Leadership & Supervision**

- Supervise, direct, and support the Advancement Department, consisting of a Special Gifts Officer, Communications Officer, and Development Associate
- Evaluate the performance of supervised staff annually, providing training and professional development plans with ongoing support for skill development and accountability to job deliverables.
- Follow all policies specified in the Friends' Personnel Handbook, Volunteer Handbook, and all employment laws.

### **Teamwork & Collaboration**

- Work productively and collaboratively with the senior team leaders, Executive Director, CFO, and Board of Directors, providing vision and ideas that contribute to the mission and annual/ strategic goals of Friends.
- Partner with the Executive Director and CFO on annual budget planning and fiscal management.
- Assist Communications Officer is using content, data, and stories on multiple platforms to motivate support and engagement.

### **REQUIREMENTS:**

The Chief Advancement Officer must be a visionary leader, effective communicator, and inspirational decision-maker who sets expectations and inspires a diverse team to achieve, exceeding goals and going beyond accountability. Must be a strategic thinker who can actualize a vision in detailed planning and execution. The ideal candidate will be a collaborative, confident, positive, and transparent individual with prior experience leading a development department. Must be willing to be part of a dedicated team, with a-roll-up-your-sleeves energy to get work done in a small agency. The ability to inspire and motivate staff and donors and contribute to the articulation of organizational vision is paramount.

- Seven or more years of experience in a lead fundraising position in a community-based nonprofit organization
- Three or more years of experience directly supervising an advancement staff
- Proven success at securing \$2 million annually from individual donors, foundations, and corporations, major donor solicitation of six-figure gifts.
- Proven success with a high-visibility fundraising event.

- Experience must include working with members of a Board of Directors to lead, coach, and inspire them to engage directly in donor relationships
- Proven success at conceptualizing, writing, and implementing campaigns for general support, restricted funds, and capital projects
- Ability to develop and manage donor cultivation from high-volume new donor acquisition through moves management and long-term retention.
- Functional skills and understanding of Raiser's Edge NXT, and Blackbaud products and applications, including Wealth Engine and other prospecting tools.
- Extensive experience in developing meaningful analytics and reports to track and analyze the ROI of strategies
- Experience with digital fundraising strategies and social media as a means of acquiring new donors.
- Must have the bulk of experience in Bay Area nonprofits, with extensive knowledge of and relationships with local institutional and individual funders.
- Ability to fulfill physical requirements of job duties (lifting, carrying, pushing, pulling, typing, phones, etc.)

**Compensation:** \$120,000 - \$145,000

Submit resume, cover letter, three references and salary requirement to:  
**employment@friendssfpl.org**

We are an Equal Opportunity Employer. Qualified applicants will receive consideration for employment without regard to the fact or perception of their race, creed, religion, color, ancestry, national origin, age, sex, sexual orientation, gender identity, domestic partner status, marital status, disability, weight, height, or AIDS/HIV status.