

## CONFIDENTIAL POSITION SPECIFICATION

**POSITION:** Director of Development & Marketing

**ORGANIZATION:** STAND! For Families Free of Violence

**LOCATION:** Concord, California

**WEBSITE:** [www.standffov.org](http://www.standffov.org)

**ORGANIZATION:** STAND! For Families Free of Violence is committed to promoting safe and strong families. Our approach to eliminating family violence is well rounded and community-wide. In addition to providing a complete spectrum of prevention, intervention, and treatment programs, we also enlist the efforts of local residents, partners, and institutions, all of who are striving to end domestic violence and child abuse.

Domestic violence and child abuse often co-occur in families. As the only comprehensive family violence agency in Contra Costa County, STAND! assists more than 10,000 clients annually by providing comprehensive services to end the cycle of violence. In an effort to reach individuals impacted by family violence as soon as possible, STAND! delivers children's therapy, childcare, and children's educational programs to abused children and those affected by domestic violence.

STAND! provides a broad range of intervention services to adults including counseling, legal services, support groups and residential programs.

Recognizing that in order to end family violence, services need to be provided to all members of the family, STAND! also serves those who have been abusive toward others.

STAND! trains legal and law enforcement personnel, human services professionals, educators and health care providers on the issue of family violence.

Drawing from the best practices in the field, we address critical community needs by focusing on results and accountability. Through planning and adherence to sound fiscal management principles, we do our best to prevent funding fluctuations from affecting the programs and services we provide to our fragile families. STAND! is a well-respected and key component of Contra Costa County's safety net.

STAND! is guided by our values of:

- **Integrity** - We live our mission with one consistent voice through clarity, transparency, honesty, and trust.
- **Passion** - We care deeply about what we do because we believe this work is transformative.
- **Compassion** - We serve our clients with dignity and respect.
- **Safety** - We prioritize the physical and emotional safety of all.
- **Accountability** - We believe that accepting responsibility for one's actions is critical.
- **Innovation** - We adopt promising practices and develop leading edge practices to address the complex issues of child abuse and intimate partner violence.
- **Collaboration** - We depend on one another and the community to achieve our mission.

### **History**

In the late 1970s, STAND! Against Domestic Violence and the Family Stress Center were independently founded, with similar commitments to the people of Contra Costa County. Initially, Battered Women's Alternatives started with a single phone line in a utility closet, and a core group of volunteers dedicated to helping victims of domestic violence. The Family Stress Center was launched to serve victims of child abuse and neglect. Over the years, each agency grew and evolved, building services to help stop domestic violence and child abuse.

By 1985, STAND! was well on its way to leading the domestic violence service community in the Bay Area, with over 30 staff members implementing intervention, prevention, and treatment programs. Around the same time, The Family Stress Center was expanding the scope of its services to include programs such as parenting education, the Latino Family Program, and Proud Fathers. Both agencies sought to approach the problem of family violence as effectively and comprehensively as possible.

These two historic non-profits became one unified agency on July 1st, 2010. We are now providing services to help minimize the devastating impact of domestic violence and child abuse on Contra Costa County families.

STAND! For Families Free of Violence is the sole provider of comprehensive domestic violence and child abuse services in the county, offering prevention, intervention, and treatment programs. We are leading the community in building safe and strong families through early detection, enhanced support services, community prevention and education, and empowerment to help individuals rebuild their lives.

**REPORTING  
RELATIONSHIP:**

The Director of Development & Marketing will report to Chief Executive Officer Gloria Sandoval.

**POSITION  
SUMMARY:**

The Director of Development & Marketing is a key member of the senior management team, responsible for all the agency's fundraising, development and external communication activities of this thriving 90+ employee organization.

The Director has primary responsibility for vigorous leadership of an infrastructure needed to expand and diversify the agency's \$6 million plus budget through the solicitation of major gifts, federal, state and local grants, special events, corporate and foundation support, and for nurturing and supporting the fundraising role of Board members and the organization.

The Director leads a team of four in the development of new, or renewal of existing proposals and the tracking of \$4.8 million in government grants, and foundation and corporate awards; the design and execution of a strategy for a large sustained base of annual individual and major donors; the management of the donors' database and gift processing; the development and implementation of a comprehensive marketing strategy that reinforces STAND!'s visual identity/brand and mission, and the development and supervision of a multi-channel external communication and public relations strategy to convey key messages and the case for support, to various constituents. Reporting to the Director Development & Marketing are a Development Officer, Marketing & Communications Associate, Grants Manager and Development Associate.

The Director provides reports of funding and initiatives and meets regularly with the Chief Executive Officer, the Management Team and the Board of Directors. The Director also participates in strategic planning and organization development.

The executive management and Board members are involved in fundraising efforts for STAND! This is a roll-up-your-sleeves environment that focuses on results achieved through initiative, open communication, mutual respect and teamwork. It will be important that the Director engage with colleagues and other departments on that basis.

**SCOPE AND  
RESPONSIBILITIES:**

Key responsibilities for the Director of Development & Marketing include:

- Develop a comprehensive and actionable development plan that addresses the characteristics and concerns of each prospective

donor group in view of each fundraising methodology.

- Strengthen development at STAND! to position the organization to pursue major campaigns in the future.
- Broaden and deepen STAND!'s appeal among nonprofit and government funders, including foundations, charitable trusts, non-governmental and governmental organizations.
- Use traditional and online means to raise awareness among donors about how STAND! programs meet the needs of the communities served by STAND! Use such communication to underpin increases in both unrestricted and restricted funding.
- Strengthen donor stewardship programs across the organization.
- Strengthen STAND!'s existing fundraising systems and processes. Further the new fundraising strategies utilizing the Benevon model.
- Establish and monitor revenue goals for each donor source group and each fundraising method, effort, or initiative.
- Develop the planned giving program.
- Substantially increase giving from volunteers.
- Provide day-to-day management of development activities and effective leadership and mentoring of the development team.
- Support the executive staff and Board as they represent the organization to various constituencies.
- Develop and maintain a positive, mutually respectful relationship with STAND! staff and volunteers.

#### **QUALIFICATIONS:**

- Significant nonprofit fundraising, marketing or equivalent experience in an organization that has a reputation for strategic thinking, organizational excellence and aggressive action. A minimum of 10 years of demonstrated progressive experience managing a multi-faceted and fast paced development office.
- A record of personal success and results in raising money through major gifts from individuals, businesses, foundations and corporations. Experience in government funding is required.
- Broad-based knowledge of various development campaign activities including: direct mail, proposal and grant development, planned giving, event planning and management, direct solicitations, leveraging fundraising databases and systems for donor segmentation, research and volunteer management.
- An understanding of process management, incentive and accountability programs, and fundraising systems. Demonstrated management skills in motivating, directing and managing staff, and in coordinating and supporting fundraising activities of others.

- A broad knowledge of marketing, advertising and public relations, including digital strategies.
- Demonstrated success with establishing stewardship and donor recognition strategies.
- A track record as an exceptional communicator, in writing as well as verbally. Adept at crafting proposals, solicitation letters and donor correspondence.
- Adept at creating and working with budgets.
- Leadership skills; proven results in collaboration and participation with internal and outside stakeholders.
- Ability to work well in a collegial environment.
- Excellent interpersonal and communications skills with both internal and external constituencies. Proven experience in telling the story of an organization and its effectiveness.
- Demonstrated successful experience in working with boards and foundations comprised of prominent corporate and community volunteers.
- Previous experience in working with the Benevon fundraising model is a plus.
- An entrepreneurial approach to fundraising is a plus.
- Previous experience working with diverse communities is a plus.

**PERSONAL  
CHARACTERISTICS:**

The Director of Development & Marketing should embody the following personal characteristics:

- A mission-driven individual with a belief in and commitment to the philosophy of STAND!
- A good listener and strategist. Comfortable receiving input from many sources and able to analyze and formulate disparate information to a sound, well-organized plan.
- Intrepid yet tactful. Determined yet respectful of others' concerns. Creative about finding alternate ways to reach funding objectives when barriers arise. A skilled negotiator who is open to other viewpoints.
- An effective communicator that is able to build enthusiasm for STAND!, its programs and its advocacy against domestic violence and child abuse.
- A hard worker with a high energy level. A 'doer' with a willingness to work hands-on in developing and executing a variety of development and advancement activities. Someone that is committed to a collaborative work environment.
- A well-organized and focused leader that is capable of and interested in increasing the effectiveness of STAND!'s development team, the executive management team and the Board of Directors.

- Emotionally mature with a very good sense of humor and the flexibility and sensitivity to work with diverse personalities and situations.
- Ability to work well under pressure and adapt easily to changing situations and priorities. Good judgment and consensus building skills.
- Willingness to accept additional responsibilities as requested by the CEO or Board.
- Attention to detail.
- Self-confidence.
- Able to deal with ambiguity.
- A passionate activist.
- Open to new possibilities.
- Inspiring, creative, visionary, and compassionate.
- Positive daily work attitude on a consistent basis.
- High ethical standards.
- Demonstrates commitment to diversity.

**EDUCATION:** A Bachelor's Degree is required. An advanced degree is preferred.

**COMPENSATION:** An attractive compensation package will be offered based upon background and experience.

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STAND! is an equal opportunity employer and seeks diversity with respect to race, national origin, religion, culture, gender, age, sexual orientation, marital status, veteran status and physical abilities. All inquiries are held in strict confidence.