



Resolving
Homelessness
Together

Director of Fundraising and Development **Reports to: Executive Director**

Housing Matters partners with individuals and families to create pathways out of their homelessness into permanent housing. Housing Matters is a leader in working to end homelessness – and we want you to be part of our team. Housing Matters is looking for individuals eager to make a difference and willing to enthusiastically commit to join in our vision that homelessness in Santa Cruz County should be rare, brief and non-recurring.

Job Description

Reporting to and working in close collaboration with the Executive Director, the Director of Fundraising and Development will design and execute the development strategy for Housing Matters. He or she will manage the Housing Matters Development team. Duties include leading the areas of fundraising and resource development, soliciting individual and corporate donations, grants, overseeing gift tracking, reporting, research and acknowledgement; analysis and reporting of outcomes; support for related meetings and events associated with the development efforts; supervision of volunteer activities; coordination of in-kind donations.

Job Duties

Fundraising

Responsible for setting and meeting the annual budget goals for individual, corporate and foundation revenue (approx. \$2.1M for FY20). Conduct research, prospecting for individual, corporate and foundation donors. Provide leadership for Housing Matters annual events, including theme development, budgeting, solicitations strategy, managing committee relations, recruiting volunteers to serve, and event logistics. Organize monthly solicitation drives or benefit events for ongoing support from individuals and corporations. Plan campus tours and other special events.

Communications

Supports the Executive Director in Housing Matters's on-going communications and messaging efforts. Develop and implement a strategic donor communications plan. Monitor ongoing social media campaigns, develop messaging regarding current and future fundraising needs. Deeply understand, diagnose, and help generate solutions to public misunderstanding of homelessness.

Community Outreach

Act as one of Housing Matters's lead representatives and ambassadors in a number of external coalitions, groups, and events. Maintain strategic relationships with key stakeholders, including elected officials, donors, university reps, community leaders, and advocates. Build and implement a strategy to educate and mobilize community groups, faith-based groups, neighborhood groups, etc. in the mission to end homelessness. Perform regular outreach to broad audiences and schedule educational

www.housingmatterssc.org



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presentations to be given directly or by the Executive Director. Coordinate and facilitate community meetings.

Qualifications

- Equivalent of three years of progressively responsible development and fundraising experience in performing job functions related to this description
- Bachelor's degree or equivalent work experience required
- Excellent skills in verbal and written communication, communication with tact, discretion, and sense of collaboration and consensus building
- Excellent technology skills including high proficiency in Microsoft Office Suite, donor/volunteer databases (preferred experience with DonorPerfect Online, Constant Contact), and Adobe Creative Suite or similar graphic design tools
- Knowledge of the latest advances in effective use of digital and social media for effective organizational communication, including online communities, search engine optimization and other digital marketing tools
- Ability to handle projects under time and resource pressure
- Ability to coach and support staff, board members and volunteers as spokespersons
- Self-starter with the ability to prioritize among competing goals and initiate process improvements
- Ability to communicate effectively and respectfully with people of diverse lifestyles, backgrounds, ethnic and cultural groups
- Strong commitment to equity and dignity for all. Sensitivity to the needs of individuals experiencing homelessness, with a deep passion for social justice

Hours

This is a full time, benefited, exempt position. Occasional evenings and weekends required. Health Insurance and PTO benefits begin after a 90-day introductory period. Retirement benefits begin upon the first day of employment.

To Apply

Please email a cover letter and resume to the attention of Human Resources at recruiter@santacruzsc.org. No phone calls or faxes. Housing Matters is an Equal Opportunity Employer.

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