



Job Title: Vice President of Development & Marketing
Job Type: Exempt; Full-time
Job Location: BGCC Admin Office: 1950 E. 220th Street, Suite 207
Carson, CA 90810
Reports to: CEO
Salary Range: \$100,000 - \$125,000 (DOE)

Boys & Girls Clubs of Carson's Mission:

The Boys & Girls Clubs of Carson (BGCC) offers our young people a safe environment where they can have fun and be themselves, dedicated adult mentors who respect and listen to them, and outcome-based programs that empower youth to become lifelong learners.

Job Summary

The Vice President (VP) of Development & Marketing will oversee existing fundraising and marketing operations including submission of government and foundation funding applications, individual and corporate gift solicitation, donor cultivation, and fundraising events. This position will promote a culture of giving in which board and staff members are fully equipped as ambassadors, embracing their roles as an integral part of BGCC philanthropy efforts. This position will collaborate with the executive leadership team and Director of Strategic Partnerships to develop and implement plans supporting the strategic goals of BGCC and streamlining efforts to generate revenue, community support and goodwill for the organization. The VP works closely with the CEO and the Board of Directors in all efforts and manages a team of staff to implement strategic plans.

KEY ROLES (Essential Job Responsibilities)

Strategic Planning & Executive Leadership (20%)

- Works with CEO, to set the strategy and tone for fundraising, emphasizing the implementation of innovative and creative ideas for securing private donations.
- Works with Board of Directors, under direction from CEO, to plan and execute resource development strategies and monitor progress against goals.
- Supports CEO in positioning Board to cultivate and solicit major gifts and grants from individuals, corporations, foundations, government agencies, and others.
- Create, manage and execute fund development strategy; successfully solicit corporate and individual gifts, event sponsorships, grants and government contracts.
- Evaluate and refine processes to support fundraising success.
- Monitor fundraising progress and donor stewardship; and provide analytic reports to senior leaders, the CEO, and the Board.
- In partnership with the VP of Finance, VP of Operations, and Director of Strategic Partnerships, assist CEO to support each department's goals and collective organization success.
- Provide all other planning and leadership duties as assigned.

Fund Development (65%)

- Set the overarching direction, establish metrics and lead the staff, in the execution of events, fundraising activities, and campaign planning.

- Working with the development team, see that plans are implemented, goals achieved, timely reports generated, and information shared.
- Work closely with the Board to inspire greater participation in advancement efforts while capitalizing on board member's resources, talents and networks.
- In partnership with CEO and Board of Directors, increase current funding from private sources and be relentless in developing new and more diverse sources of revenue emphasizing major gifts.
- Lead and participate in the solicitation efforts of targeted individuals and corporations.
- Exercise diplomatic persistence in the cultivation of donors.
- Provide oversight and strategic direction for government and foundation support for government funding applications and compliance related to private grants.
- Create and continue to expand a planned giving program.
- Direct capital campaigns and major gift fundraising drives.
- Mentor, manage, and maximize the productivity of Development team.

Community Engagement & Marketing (15%)

- Raise BGCC's profile and strengthen its reputation among donors, constituents, volunteers, organizational partners, other key stakeholders and the general public.
- Work closely with the Development Manager to build greater visibility through digital communications, social media and other cultivation tools.
- Represent the BGCC at community convenings, seek public speaking opportunities for BGCC, and ensure Club representation at regional events as aligned with organization priorities.
- Direct creation of all collateral to support organization strategy, including but not limited to direct mail, event materials, program flyers, website, and social media.
- Represent the organization in the community as appropriate.
- Perform additional duties as assigned.

Relationships

Internal: Maintains close, daily contact with CEO and development department to receive/provide information, strategize, discuss issues, and advise/counsel. Maintains regular contact with volunteers, including Board of Directors, to strategize and propel the donor program.

External: Maintains close contact with donors, prospective donors and community organizations in order to initiate and guide the fundraising and donor process.

Skills/Knowledge Required

- Bachelor Degree required, graduate degree strongly preferred.
- A minimum of five (5) years' experience in special event planning, fundraising and management, with proven success in event management and growth.
- A proven record providing innovative oversight of a fundraising department is necessary for this individual, along with possessing a gift for cultivating, securing and stewarding major gifts.
- Demonstrated working knowledge of all areas of fundraising including major gifts, corporate and foundation grants, crowdfunding, and sponsorship.
- Demonstrated knowledge of database management and development systems and an ability to manage and track funding prospects and potential donors. Experience with DonorPerfect is a plus.

- Exceptional interpersonal and influencing skills, tact and diplomacy with the ability to develop and maintain cooperative and successful working relationships with volunteers, staff and all donors.
- Ability to inspire and motivate volunteers and donors.
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- Excellent public speaking, presentation and written communication skills.
- Political, analytical and negotiation skills.
- Sound judgment and superior problem-solving ability.
- Ability to be adaptable and innovative when appropriate.
- Integrity and fiscal accountability.

ENVIRONMENT AND WORKING CONDITIONS

Tasks are regularly performed with moderate exposure to environmental conditions such as dirt, dust, pollen, odors, wetness, humidity, rain, fumes, and temperature and noise extremes.

PHYSICAL AND MENTAL REQUIREMENTS

Tasks involve the ability to exert very moderate physical effort in light work, typically involving some combination of standing for prolonged periods of time, stooping, kneeling, crouching and crawling, and which may involve some lifting, carrying, pushing and/or pulling of objects and materials of moderate weight.

DISCLAIMER

The list of essential functions, as outlined herein, is intended to be representative of the tasks performed within this classification. It is not necessarily descriptive of any one position in the class. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.

Once an offer has been made, applicant must complete a background check, live scan and drug screening.