



JOB DESCRIPTION

POSITION: Development Director
REPORT TO: Executive Director

The Santa Cruz Community Health Centers (SCCHC) began as a women's health collective in 1974 with the mission to improve the health of our patients and the community and advocate the feminist goals of social, political, and economic equality. Now, 40 years later, we serve that same mission as a nonprofit Federally Qualified Health Center operating two separate sites: the Santa Cruz Women's Health Center in downtown Santa Cruz serving women and children; and our new East Cliff Family Health Center in Live Oak, serving everyone.

The SCCHC has a diverse patient population and an engaging and friendly work environment. Our caring and committed staff works as a team to fulfill our mission so that all of our patients have access to comprehensive, quality health care.

JOB OVERVIEW: This new position requires an experienced fundraising professional to launch a comprehensive development program: maintain existing, and develop new, grant and contributions (individual and corporate) revenue streams; increase direct mail/social media donation and donor acquisition programs; establish a major gift program; and drive agency marketing and public relations efforts. Capital campaign fundraising may be implemented in the future. The Development Director will be knowledgeable about community health needs, public health policy, and access-to-care issues for local patients.

DUTIES AND RESPONSIBILITIES:

Planning:

- Plan, implement and evaluate the agency's development program
- Develop and monitor the agency's fundraising budget
- Manage the agency's federal funding requirements (reports, submissions)
- Establish and lead the implementation of a major gift program with goals and timelines
- Work with Executive Director, Board of Directors, and leadership team to develop fundraising goals and tactics to achieve those goals

General Fund Development:

- Direct grant proposal submissions and grant reporting ensuring both are in line with annual and long-term agency goals
- Drive the cultivation of relationships with business and government leaders in collaboration with the Executive Director
- Support and leverage the Executive Director in cultivating and communicating with major donors, partners, and foundations
- Supervise the annual direct mail campaigns

- Increase donor base through acquisition of mailings, public relations efforts, and community liaison
- Cultivate relationships with foundation officers
- Institute and maintain corporate sponsorship campaigns
- Conduct community interviews and research to identify major donors and understand their areas of interest and connections to the organization and community
- Arrange and participate in major donor solicitations
- Assure the maintenance and excellence of a donor, partner, and volunteer recognition program. Assure the distribution of prompt thank-you letters or gifts to donors, along with appropriate media recognition and other acknowledgements
- Oversee fundraising events in coordination with a variety of resources (staff, partners, Board, volunteers)
- As directed by the Strategic Plan and Board of Directors, help lead the development of any capital fundraising efforts.

Communications:

- Manage the annual marketing and public relations plan including the use of social media for communications
- With communications coordinator, and consultants, maintain a high level of media exposure in local newspapers, television, social media, and radio
- Oversee the production of marketing and collateral materials; oversee maintenance of web site and social media posts
- Develop and make public presentations to community groups
- Act as spokesperson and evangelist for the agency
- Act as key contact and liaison with all community groups, partners, donors, foundations
- Organize facility tours

Management:

- Supervise communications coordinator and consultants
- Participate in leadership team meetings, as needed
- Generate management and other reports, as needed
- All other duties as assigned

Qualifications:

- Excitement about and strong commitment to the mission of the Santa Cruz Community Health Centers
- A Bachelor of Arts or Bachelor of Science degree (MPP, MPH, Journalism, or other)
- 5-7 years' experience in a development/fundraising role for a non-profit organization
- Strong leadership qualities
- Experience in budget development and management
- Experience with major donor cultivation and personal solicitation of large gifts
- Strong written, interpersonal, and oral communication skills
- Knowledge of donor database management
- Ability to work under pressure and meet deadlines
- Ability to be creative, well-organized, detail oriented, flexible, and self-starting

Bonus Qualifications:

- Experience and knowledge within the health care field, particularly community health
- Experience in PR or Marketing with an emphasis on developing materials for publication
- Experience with donor and/or community relations in Santa Cruz County and throughout the State of California
- Bi-lingual (English/Spanish)

JOB ASSIGNMENT

This is a full-time, long term position.

APPLICATION PROCESS

To apply, complete employment application. Download employment application at www.schealthcenters.org/Careers. Submit application and current resume with letter of interest not to exceed two pages to Human Resources. No phone inquiries, please.

THE SANTA CRUZ COMMUNITY HEALTH CENTERS IS AN EQUAL OPPORTUNITY EMPLOYER