



Job Posting

Director of Development

Status: Full Time/Exempt
Reports to: Executive Director
Location: Salinas Office & Remote Working
Salary: \$125,000 - \$135,000

Overview

CASA of Monterey County's mission is to train and support community volunteers who advocate for children and youth placed in the foster care and juvenile justice systems. The **Director of Development** is a dedicated professional who embodies the mission of CASA of Monterey County by building strong, lasting support from the philanthropic and broader community of Monterey County. This position adds value to the organization by cultivating and strengthening relationships with donors, acquiring new supporters, and creating diverse giving opportunities for donors whose interests align with CASA's work. The Director also leads CASA's marketing and communications strategy, ensuring consistent, and compelling messaging across all platforms to strengthen awareness and support.

Pivotal to success in this position is working with the Executive Director and partnering with a talented Board of Directors and staff team for maximum impact. As a senior-level team member, the Director of Development is a key contributor to creating and implementing CASA's fund development and communications strategies. This role provides training and support to staff and volunteers to ensure the success of fundraising campaigns, events, and outreach initiatives.

The Director ensures that CASA's fund development and marketing strategies operate in alignment with its mission and adhere to the highest standards of donor-centric best practices.

PRIMARY RESPONSIBILITIES

Fund Development

- Inform and train staff and board members on CASA's case for support
- Develop, implement, and manage a 12–18 month plan for fund development with diverse streams of income
- Research, identify, develop, and submit applications for public and private grant opportunities, and prepare timely reports
- Prepare direct mail and related fundraising appeals (e.g., annual appeal, Monterey County Gives, Friends of CASA) with mission-focused themes and materials
- Develop standards and metrics to measure effectiveness and establish benchmarks for success
- Grow the major gifts program, including identification, cultivation, solicitation, closure, and stewardship of existing and new donors, with a focus on gifts of \$25,000 and above

- Manage corporate and foundation relationships, facilitating sponsorship outreach and proposals for events and programs
- Oversee and expand diverse giving options, including recurring giving, planned giving, vehicle donations, and employee match programs
- Assist in the processing of donations to ensure timely and accurate donor acknowledgment and stewardship
- Meet consistently with prospective and active donors to build strong relationships and maintain effective communication
- Serve as project manager for signature fundraising and donor stewardship events, including planning, facilitating committees, and overseeing post-event analysis
- Utilizing fundraising database and tracking systems to provide financial analyses
- Assist with annual budget preparation
- Provide staff support to the Board Development and Marketing/Outreach Committees
- Represent CASA of Monterey County at conferences, functions and speaking engagements throughout the service area, presenting a professional image and promoting CASA's value to constituents

Marketing and Communications

- Oversee marketing and communications activities to ensure consistent, mission-driven messaging across print, digital, broadcast, and social media platforms
- Coordinate with the Social Media Manager to plan and execute content strategies that support fundraising, volunteer recruitment, and community engagement goals
- Oversee the creation and preparation of all marketing and fundraising materials, including the annual impact report, newsletters, end-of-year appeals, et al.
- Use a metrics-driven approach to monitor and evaluate the effectiveness of marketing and outreach efforts, adjusting imagery and messaging in response to trends and data
- Ensure the website is user-friendly and optimized for online donations and engagement
- Maintain strong media relationships and assist with press outreach and public relations as needed

Organizational Leadership

- Work collaboratively with staff, board members, and volunteers to align fundraising and marketing efforts with organizational goals
- Participate in strategic planning and contribute to the development of annual goals/objectives related to philanthropy and the organization
- Abide by and promote ethical fundraising standards
- Be results and people-oriented, excellent at follow through with a strong work ethic and superb attention to detail
- Take initiative in promoting new and innovative strategies and opportunities
- Undertake special assignments on behalf of CASA of Monterey County as assigned

QUALIFICATIONS

Education/Experience:

- Bachelor's Degree or higher
- Development Director prior experience (3-5 years)
- Experience in a 'small shop' organization

- Successful record in managing broad scope of fundraising tactics including but not limited to annual giving, grant solicitation, major gifts, and special events
- Ability to develop strategies and activities for donor cultivation, solicitation, and relations
- Excellent financial analysis skills and reporting capabilities

Basic Responsibilities:

- Proficiency with office equipment/technology necessary for success
- Excellent written communications and use of grammar
- Maintain confidential records and reports
- Interpret and adhere to administrative and organizational policies and procedures
- Comply with all required background checks
- Successfully complete the CASA Advocate Training program within the first year

Physical Working Conditions:

- Evening and weekend hours may be required to meet donors and engage in community events
- Out-of-area travel rare, but travel within the county routine
- Frequently perform desk-based computer tasks, sit, and use a telephone, stand/walk
- Occasionally light grasping, lift/carry/push/pull objects that weigh up to 25 pounds, writing by hand

License and Certificates:

- Certified Fund Raising Executive (CFRE) or comparable certification preferred, supplemented by an active professional affiliation (e.g. AFP)
- Possession of a valid California Motor Vehicle Operator's license
- Motor vehicle insurance with a declaration of automotive insurance as required

Benefits:

- Vacation: Two weeks
- Sick: Six days
- Holidays: Five days, plus Christmas Eve through New Years Day (Seven days)
- 403B
- Health/Dental/Vision – 100% coverage
- Life Insurance - \$50k

CASA of Monterey County is an equal opportunity employer, and all qualified applicants will receive consideration without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, veteran status, or any other characteristic protected by law.

Any person convicted of or having charges pending for a felony or misdemeanor involving a sex offense, child abuse or neglect, or related acts that would pose risks to children or CASA's program credibility, are automatically ineligible for employment with CASA of Monterey.

To apply, please send a resume and cover letter to Gilda Gonzales, Executive Director at gilda@casaofmonterey.org. This search will remain opened until a final candidate is selected so interested candidates are encouraged to apply immediately.