



Position Description

Director of Development & Communications

Overview

Client: Pat's Place Child Advocacy Center
Location: 1819 East Blvd., Charlotte, NC 28203
Founded: August 20, 2004
Employees: 5
Reports to: Executive Director

Pat's Place Child Advocacy Center - Organizational Description

Incorporated in August 2004, Pat's Place is a nonprofit, 501(c)3 and is one of just over 700 centers nationwide and 23 centers in North Carolina accredited by the National Children's Alliance. As the only child advocacy center in Mecklenburg County serving children from birth to age 18, Pat's Place provides a physical environment where a child's well-being is the organization's first priority, reducing trauma and promoting healing from sexual abuse. In the full spectrum of investigating a reported case of child abuse, Pat's Place is also the only agency that is not limited by civil or criminal statutes and can continue to provide services through every step of an investigation. This comprehensive approach allows Pat's Place to work with a child and his/her family for weeks, months, or even years to ensure their needs are being met in a wide-range scope rather than prescribed, short-term assistance. Program services include:

- Family Advocacy
- Forensic Interviewing
- Medical Evaluation
- Multidisciplinary Team Investigation (MDT)
- Prevention, Education and Public Awareness

Milestones

Since inception, Pat's Place has assisted over 2,000 children affected by sexual abuse throughout Mecklenburg County. In October 2011, Pat's Place will be relocating to a new facility that will significantly increase the capacity of the organization.

Mission

To provide a physical environment where a child's well-being is Pat's Place's first priority, reducing trauma and promoting healing from sexual abuse. Pat's Place works collaboratively with community partners to create improved processes and increase community awareness.

To learn more, please visit: <http://www.patsplacecac.org>

Position

In this newly configured role, the Director of Development & Communications (DODC) will serve as a strategic partner and will report to the Executive Director. S/he will establish a broad understanding of Pat's Place – mission, vision, values, policies, history, programs, finances, and key stakeholders to inform the expansion and implementation of a comprehensive development and communications function.

With the support of an Associate, the DODC will be responsible for:



Development (~35% of total time)

- Refine the organization's existing annual development plan to increase revenues; monitor changes and progress throughout the year
- Uncover opportunities to strengthen and diversify the fundraising program by expanding the organization's donor base, researching and identifying new prospects among foundations, congregations and affiliations, pursuing corporate and workplace funding, and building an individual base of current and planned major gifts
- Establish prospect profiles and cultivation plans, and manage major appeals, leading but also positioning other staff and board members for effective relationship-building
- Oversee and execute grant writing initiatives and ensure the highest quality standards for the preparation of proposals and all solicitation materials
- Provide effective strategies for direct mail, current online giving platforms, events, and other fundraising ventures, ensuring that all annual fundraising goals are met and overseeing support to maximize efficiency, maintain fundraising schedules, and streamlining internal systems when appropriate
- Evaluate development committee structure, process, and make-up, and ensure adequacy to address annual goals and objectives

Communications (~35% of total time)

- Manage the development and implementation of a comprehensive, targeted and sustainable communications plan that supports the organization's mission and promotes the success of Pat's Place's initiatives
- Provide direction and oversight for all external communications, enhance the organizational brand platform and identity and ensure its consistent application across all media, including electronic newsletters, news releases, brochures, annual reports, special event materials, and web site/social media content
- Develop and manage relationships with local and community-based media, advocacy publications, philanthropy journals, state press, and social media outlets, including online publications and Web logs
- Provide ongoing evaluation of key messaging – mission, vision, values, positioning statements and appeals – in support of efforts to increase funding and raise awareness
- Identify strategies to aggressively expand Pat's Place's presence on social media networking sites, online giving platforms and young-professional agendas
- Seek public and private speaking opportunities for the organization and represent Pat's Place externally
- Evaluate PR committee structure, process, and make-up, and ensure adequacy to address annual goals and objectives
- Stay abreast of philanthropic, economic, social, and community trends related to Pat's Place; ensure that staff and Board Members are informed of changes in trends and initiatives that might impact the organization

Management (~30% of total time)

- Recruit, train, mentor and direct an Associate of Development & Communications
- Advise the Executive Director on her roles and responsibilities as they relate to the development and communication plans, key strategies and tactics
- Serve as a development and communications liaison to the board, as well as a facilitator, coach and supporter of the development and PR committees
- Deliver development and communication training to additional staff and volunteers as needed
- Provide feedback and ideas for programmatic enhancements and contribute to the organization's strategic planning
- Assist the Executive Director with project management, presentations, board meetings and correspondence



Professional Development:

Pat's Place is committed to the professional development of all staff. The DODC will have the opportunity to advance his/her skills through webinars, workshops, industry and networking events, and one-on-one mentoring.

Qualifications:

- Bachelor's degree
- At least 5 years of development and/or communications experience and demonstrated success working within the North Carolina nonprofit marketplace
- Experience in major gift fundraising - retaining, cultivating, stewarding and relating to major donors across key sectors – individuals, corporations, foundations, congregations and affiliations
- Exceptional energy, relational and interpersonal skills
- Demonstrated ability to conceptualize and describe funding needs in a way that is compelling and comprehensive to potential donors
- Demonstrated success in leveraging brand messaging and leading communications initiatives to enhance an organization's image in the community
- Excellent written and verbal communication skills
- Results-oriented and predisposed to measurable outcomes
- Capable of strategic thinking: ability to set priorities, balance short-term and long-term objectives, and organize tactics to lay the basis for sustainable results
- Experience managing staff and/or volunteers
- Ability to facilitate collaboration and build consensus among board members and other volunteers
- Experience with database and/or fundraising software utilization and management
- Unimpeachable ethics
- Capable of committing to the mission of Pat's Place and understanding the complexities of the child advocacy arena

To Apply

Pat's Place is an Equal Opportunity Employer committed to inclusive hiring and dedicated to diversity in its work and staff. Employment decisions at Pat's Place are made without regard to race, color, religion, gender, sex, national origin, physical or mental disability, age, sexual orientation, veteran status, or any other characteristic protected by applicable state or federal law. Pat's Place encourages candidates of all groups and communities to apply for this position. All inquiries, nominations and applications are to be directed via email to Patton McDowell & Associates: search@pattonmcdowell.com. Applications should include a cover letter and resume. Please indicate in the subject line of your email the position and organization to which you are applying and where you learned of the opportunity. NO PHONE CALLS PLEASE.

Please note that only those candidates invited for screening will be contacted.