



Development & Communications Manager

Job Title:	Development & Communications Manager
Department:	Administration
Job Classification:	Full-Time Exempt Position
Job Relationships:	Reports to Executive Director
Salary:	Starts at \$66,000, DOE

Organization

The Santa Cruz SPCA has been a mainstay serving animals in our community since 1938. Although our organization originally provided animal control services for Santa Cruz County, since 2002 we have been a fully independent nonprofit animal welfare organization focused on cat and dog rescue and adoption, providing a robust curriculum of humane education programs, and offering a variety of programs and services that support keeping pets and their people together. In 2020, amid the global pandemic, we built and opened our brand-new animal shelter. This modern, purpose-built facility has given us the ability to expand our impact and help more animals in need. **Our vision for the coming years is to double the number of lives saved and touched through our programs.**

The Santa Cruz SPCA is seeking team members who are driven to play a role in expanding and refining our operations to achieve this vision! We pride ourselves on being compassionate, collaborative, adaptable and driven by ingenuity. To effectively help needy animals we depend on teamwork between our staff, volunteers, clients, supporters, and our community. We welcome feedback, contribution, fresh eyes, and a fresh take so we can continually improve our operations. **If you are seeking a new role where you can make a true difference in animals' lives while having an opportunity to contribute to a growing organization, we would love to speak with you!**

Role Summary

The Development & Communications Manager is a key player on the Santa Cruz SPCA leadership team. This role is responsible for managing fundraising and donor relations to raise awareness of and financial support for the organization. In partnership with the Executive Director, the Development Manager is responsible for the identification, cultivation, solicitation, acknowledgement and stewardship of individual and institutional donors through personal contact, direct mail and newsletter campaigns, digital campaigns, fundraising and awareness events, foundation research and grant request writing, major gifts, planned giving, monthly giving, matching gifts, solicitation of

corporate gifts, donor acknowledgment and management of donor records. This Manager creates and implements a communications plan that raises awareness for the SCSPCA mission and programs.

Essential Duties & Responsibilities

Giving Programs

- Work with Executive Director and direct mail firm to develop, manage, and implement annual direct mail plan. Track results and use metrics to guide plan improvements year-over-year.
- Work with Executive Director to design and implement major gifts program and planned giving program.
- Work with Vehicle Donation firm to manage program, including promotion of program.
- Expand Corporate Ambassadors program for the corporate or business communities to become more involved with the Santa Cruz SPCA.
- Develop a grants plan for each year. Ensure that grant requests and reports are submitted in a timely manner.
- Maintain a consistent focus on identifying and pursuing other fundraising income streams.
- Organize and lead the SCSPCA Philanthropy team of staff, board members, and volunteers.

Donor Relations / Management

- Conduct a proactive donor cultivation campaign that includes donor tours and other avenues to introduce and retain Santa Cruz SPCA donors.
- Work closely with the Executive Director and Board of Directors to solicit major gifts.
- Coordinate and enhance donor recognition and appreciation programs that prioritize stewardship and regular communication with our donor community.
- Oversee and monitor donor database to ensure procedures are in place to properly record and acknowledge donor gifts. Enhance organizational efficiency through database procedures that help the team to work smarter, not harder.
- Assist the Executive Director in creating a “culture of philanthropy,” including training all staff on the basics of giving opportunities.

Communications

- Create and manage a communications plan that incorporates print media, direct mail, social media, online channels, and advertising to generate financial support and increase public awareness about the Santa Cruz SPCA’s programs and mission.
- Work with leadership team to develop consistent organizational branding.
- Develop opportunities and connections for communicating about the Santa Cruz SPCA mission work and programs through local media outlets.
- Participate in developing key organizational messages. Help train staff and volunteers to deliver these messages to our clients and community.
- Acts as organizational spokesperson, as needed.

Leadership Responsibilities

- Lead Development team which currently includes (2) staff members and specialized volunteers.
- Work as part of the leadership team to develop and implement written policies and procedures relative to shelter operations and programs.

- Assist with strategic planning to ensure that the organization establishes and implements a plan with measurable outcomes and annual goals that move the organization toward achieving its long term, strategic goals.
- Work with Volunteer Manager to recruit, supervise and support department volunteers.
- Work cross-functionally to organize participation in community events and host onsite donor events.
- Develop, submit, and manage Development Department budget.

Other

- Work with the Executive Director to ensure that the organization is up to date on trends and best practices in fundraising and development.
- Provide updates to the Board of Directors as requested; attend Board meetings as needed.
- Prepare monthly reports and/or other data as requested by the Executive Director.
- Model exceptional customer service for internal and external customers alike.

Perform other duties as required/requested to ensure a positive public image, the well-being of animals and the public, and to improve the functioning of the organization

Job Requirements

- Bachelor's Degree in related field, required. CFRE certification, preferred.
- Three to five years fundraising or related experience in nonprofit setting with progressively successful fund development work, required. Must be comfortable asking for money.
- Advanced computer skills that include the ability to proficiently use Microsoft 365 / Office Suite, Google Suite and other web based systems.
- Previous donor database administration experience required; experience with Blackbaud's Raiser's Edge preferred.
- Passionately supports the mission of the Santa Cruz SPCA and promotes the organization at every opportunity.
- Proven ability to establish effective relationships within a diverse group of constituents.
- Ability to evaluate and interpret data, along with forecasting and planning skills.
- Strong assessment/judgment skills especially under stressful conditions.
- High degree of initiative; strong time management skills; ability to work collaboratively in a team environment.
- Must have compassion and concern for both animals and people.
- Must have flexible schedule as some evening and weekend work will be required.
- Valid CA Driver's License and insurable driving record required.

Work Environment & Physical Activities

Weekend and evening work may be required for special events. Work is performed in an office and animal shelter setting. Potential for exposure to zoonotic diseases and disinfectants; Potential for exposure to dangerous and fractious animals; Potential exposure to high noise levels; Potential for animal bites and scratches while handling animals. Occasional lifting of up to 50 pounds; Potential for sitting or standing on feet for extended periods of time.

Application Process

Please submit your resume and a cover letter with your salary requirements through Indeed. No phone calls please. Resumes received without a cover letter will not be considered.

Indeed Job Listing: <https://www.indeed.com/viewjob?cmp=Santa-Cruz-SPCA-and-Humane-Society&t=Development+Communication+Manager&jk=cd04e1e137490db3&q=santa+cruz+spca&js=3>

Equal Opportunity Employer

The Santa Cruz SPCA is proud to be an Equal Opportunity Employer. We do not discriminate based upon race, religion, color, national origin, gender (including pregnancy, childbirth, or related medical conditions), sexual orientation, gender identity, gender expression, age, status as a protected veteran, status as an individual with a disability, or other applicable legally protected characteristics.