



JOB DESCRIPTION

VICE PRESIDENT OF STRATEGIC PARTNERSHIPS
COMMUNITY ACTION MARIN

SAN RAFAEL, CA

COOK SILVERMAN SEARCH

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ABOUT COMMUNITY ACTION MARIN (CAM)

When President Lyndon Johnson declared the “War on Poverty,” it led to the passage of the Economic Opportunity Act of 1964 and the Community Action Movement. Programs were implemented to provide services to help move low-income Americans toward self-sufficiency. Today, there are more than 1,200 Community Action Agencies across the country that connect millions of children and families to greater opportunity.

Community Action Marin was founded in 1966 with an initial \$40,000 federal grant. In 1967, the Marin County Board of Supervisors designated Community Action Marin as the county’s official antipoverty agency, with a mandate to work to eliminate the causes and consequences of poverty in Marin County. Now, the agency is a leader on efforts to create systems change for racial and economic justice alongside its provision of direct services.

For the past 50 years, Community Action Marin has been implementing innovative programs and powerful collaborations that help Marin residents to thrive. The agency makes it possible for people to achieve well-being by providing the education, mental health, and vital services they need. Together, we break down the barriers that get in the way of fair and lasting change in service to better outcomes for all. Last year, Community Action Marin reached over 7,000 unduplicated households and more than 20,000 people across a breadth of 19 programs under five service areas, including Safety Net, Economic Opportunity & Workforce Development, Children and Family Services, Mental Health, and Equity Initiatives.

The agency has grown contributed income and community partnerships significantly over the past three years and now needs a senior professional with a solid foundation of success as an accomplished and creative advancement (fundraising and marcom) and external relationships professional. Its network of community partners, staff, supporters, and donors will be guided to best leverage their passion and strengths in service of a mission to alleviate the causes and consequences of poverty.

Today, Community Action Marin carries its mandate forward as the largest non-profit social services provider in the county with a budget of \$20M and over 200 employees.

To learn more, please visit www.camarin.org/

POSITION OVERVIEW

This is a unique, newly created opportunity to strengthen and deliver a visionary, cohesive, and forward-looking fund development, external partnerships, and marcom (marketing and communications) strategy at Marin County’s official anti-poverty agency.

The CEO seeks a thought partner – a strategic and savvy professional capable of analytical and critical thinking and with a strong knowledge base of best practices in the advancement field.

REPORTING RELATIONSHIPS

The position reports directly to the CEO and manages a team of three talented development/communications staff in addition to selected contracted resources. The VP of Strategic Partnerships will serve on the Executive Team alongside six senior colleagues.

PRIMARY RESPONSIBILITIES

- In concert with the CEO senior staff and the Director of Development, develop and implement an innovative and comprehensive partnership strategy to include corporations, individuals/major gifts, foundations, and community partners across government, community-based organizations, and other sectors
- Lead and mentor a team of staff and contracted resources to develop, strengthen, and deliver annual fundraising, marketing and communication plans and targets, as well as online advocacy campaigns that generate visibility and contribute to the agency's online funnel for revenue growth
- Manage, deepen engagement and advance a prospect pool of major gifts donors and partners
- Engage with the Board of Directors and volunteers to encourage and advance their philanthropic activities
- Facilitate impact reporting for individual gifts
- Enhance and deepen the donor's or prospect's engagement with Community Action Marin
- Ensure accurate record keeping and documentation of estates and planned gifts in Raisers Edge database
- Conceive of and actively strengthen core partnership and fundraising campaigns, including events, that increase visibility, engagement, and outcomes
- Working with the Director of Development and CEO, assist with donor outreach, engagement and planned giving related events or activities
- Grow planned giving and develop processes to review trusts, wills, and other estate documents when they are received, and identify and report areas of importance to the agency, as needed.
- Lead on the agency's annual report and impact report; develop other key collateral to meet strategic fund development objectives.
- Work with the marketing/communications team to strategically align the agency's digital advocacy campaigns with growth and mission-oriented targets
- Actively use research and data to create and execute advancement strategies that position the agency ahead of major funding changes or trends
- Partner with Finance on budgeting and projections/forecasting as well as RENXT/FENT processes, reconciliation, and reporting to align with audit and compliance standards;
- Regularly represent Community Action Marin and opportunities to connect the agency to the broader community across key stakeholder groups
- Monitor and report regularly to the CEO and Board on the progress of the fund development program against key metrics--establish key metrics and accountabilities for the development/marcom team.
- Effectively represent and articulate the work of Community Action Marin, and present a compelling case for support of the organization
- Dynamically participate on the agency's Executive Team and Leadership Team to strengthen agency strategic objectives and outcomes

- Other duties as assigned or realized

QUALIFICATIONS

- Ten plus years of experience in fund development or business development with demonstrated success in donor/partner management and strategy and innovative partner and donor engagement efforts
- Evidence of successful partnerships across stakeholder groups and/or geographies to scale impact.
- Excellent presentation skills – both written and in-person
- Capable of leading with composure, flexibility, and efficiency
- Flexible and adaptable style; a leader who can positively impact both strategic and tactical fundraising, marcom, and advocacy initiatives
- Self-awareness and an ability to speak to the importance of diversity, equity, and inclusion personally, professionally, and within the philanthropic landscape
- Solid understanding of philanthropy best practices and ethical fundraising
- Passion for non-profit innovation, specifically as it relates to advancement and development
- Active presence and engagement in the broader community
- Solid team manager, with track record of building thriving, accountable, and cohesive teams
- Commitment to and sincere passion for the agency's mission and its programs

SALARY OR SALARY RANGE

The salary range for this position is \$150,000 to \$170,000 plus full benefits.

To demonstrate our commitment to equity and equal pay for all, Cook Silverman Search will continue to post salary ranges on all of its job descriptions moving forward. The practice of not posting salaries perpetuates the gender wage gap and discriminates against people of color by causing individuals to negotiate from a disadvantaged starting point.

TO APPLY

To apply for this position, or for additional information on the opportunity, please send a copy of your resume with a cover letter to Victoria Silverman at apply@cooksilverman.com.

All applications and inquiries will receive a response and be kept strictly confidential.

Community Action Marin is an Equal Opportunity Employer.