



## POSITION ANNOUNCEMENT

### Chief Advancement Officer

Family Service of the Piedmont is a not for profit agency whose mission is to promote healthy lives and relationships for children, families and individuals, through early intervention, treatment and support in times of crisis or transition.

The agency is seeking a **Chief Advancement Officer**. The Chief Advancement Officer (CAO) will have full responsibility for the overall direction of development, marketing and communication functions of the agency.

#### **Responsibilities:**

1. Lead and manage the Advancement Team.
2. Develop and implement an Advancement Plan to incorporate a range of strategies including annual appeals, major donors, corporate and individual appeals, and special events.
3. Develop and implement a Marketing Plan that seeks to bring awareness of the programs and services to all communities served by the agency through publications, advertisements, social media, media relations, issue campaigns and donor stewardship and recognition ensuring that the message of the agency is consistent and timely.
4. Develop and implement a Stewardship Program to engage donors and increase donor retention and to include donor pipeline strategies where possible.
5. Engage volunteers of the agency in the mission of the agency ensuring that their experience is fun and fulfilling and showing appreciation often
6. Ensure that all donations of the agency are properly acknowledged to comply with all state and federal requirements and to promote donor engagement.
7. Steward all major donors and make development asks for special events and specific programs.
8. Seek out family foundations and develop relationships to ensure awareness of the agency's mission.
9. Develop and implement Planned Giving, Endowment and Capital Campaigns as needed by the agency.
10. Make presentations in community to market the services of the agency to raise awareness seeking out any opportunities for volunteer or monetary support.
11. Serve as liaison to the Family Service of High Point and Greensboro Foundations ensuring that the Foundation boards are effective and maximizing their potential for fundraising and friend-raising.
12. Be a value-added and engaged member in the agency's senior management teams.

#### **Qualifications:**

1. The ability to respond appropriately to the cultural differences present among the organization's service population and staff is required.
2. The ability to respond in a timely and effective manner to the needs of staff, volunteers and other constituents.
3. Organizational, project planning and leadership skills.
4. Excellent relationship building skills.
5. Excellent verbal, written and interpersonal skills.
6. Experience with MS Office Suite.
7. Degree in Mass Communications, Marketing, Business or other related degree; 5+ years' experience in development required with experience in annual giving and special events.
8. 5+ years' experience supervising a team.

Send resume and cover letter to:

**Human Resources**  
**Family Service of the Piedmont**  
**902 Bonner Drive**  
**Jamestown, NC 27282**

**FAMILY SERVICE OF THE PIEDMONT IS AN EQUAL OPPORTUNITY EMPLOYER**