



Chief Advancement Officer

ORGANIZATION SUMMARY

For more than two decades, LA Promise Fund has uplifted schools, students and families in South LA to ensure more Black and Latinx students are prepared for success in college, career, and life. Today, we accomplish this goal as an education management organization that runs two South LA charter schools and coordinates high impact educational enrichment programming to ensure students are college and career bound. LA Promise Charter Middle and High Schools advance a college-prep culture and integrated digital media arts-themed education, with significant parent engagement, socio-emotional support, and leadership development.

Simultaneously, LA Promise Fund works with schools county-wide to offer a portfolio of programs that foster motivated, engaged, and directed students poised for academic, professional, and personal success. Currently, these regional programs include a focus on female empowerment, STEM, media arts, college readiness, career exposure and work-based-learning, school improvement design, and parent engagement. We work alongside a network of essential partners, students, parents, teachers, and school leaders to build strong schools that increase educational equity within South LA and beyond. To learn more about LA Promise Fund visit www.lapromisefund.org.

POSITION SUMMARY

Working closely with the President/Chief Executive Officer and the Board of Directors, the Chief Advancement Officer will lead the agency's marketing and annual fundraising efforts.

In a COVID world, the marketing of the agency and its work is imperative to its engagement of key external stakeholders. The Chief Advancement Officer will develop, manage and refine LA Promise Fund's multi-pronged fund development strategy that includes local and national foundations, corporations, individual giving and public development efforts, as well as special events. They will manage the Development team and its efforts. Development activities include:

- Lead the creation and execution of the organization's strategic fundraising plan
- Managing current fundraising efforts
- Researching new income sources
- Developing earned income streams
- Overseeing grant writing efforts to private foundations, corporations, businesses and public agencies
- Expanding the organization's integration of Salesforce
- Cultivating new partners and sponsors and prioritizing funding opportunities
- Overseeing the fulfillment of reporting requirements
- Leading special fundraising events and campaigns including capital campaigns
- Ensuring the Organization's fulfillment of funded objectives

The Chief Advancement Officer will also manage the Communications team and supervise its work including overall branding and messaging, targeted marketing, social media management, event PR

and media outreach to broaden awareness of our Organization and engage partners in meaningful ways.

This position will report to the President/CEO and work collaboratively with all LA Promise Fund headquarters and school-based staff. They will function as a spokesperson for the Organization when the President/CEO is unavailable, as well as the outward face of all development, communications and volunteer management efforts. This is a full-time, exempt position.

RESPONSIBILITIES AND DUTIES

- Work with the Development and Communications teams to create and implement an integrated strategy leveraging public relations and marketing to increase knowledge and awareness of LAPF, its mission, activities, and the value of its work
- Set and lead the realization of annual and multi-year development and communications plan and goals; develop corresponding grants /communications calendar and other systems for implementation and monitoring
- Develop, manage and refine LA Promise Fund's multi-pronged fund development efforts that includes multiple strategies such as generating support from local and national foundations and corporations, individual giving (high net worth, crowdfunding, online giving), public funding, as well as special events
- Develop and advance the LA Promise Fund, its schools, and program specific brands and work to build awareness and support in the form of financial support, strategic partnerships, and in-kind resources
- Oversee marketing in the form of earned media, eblasts social media, website, collateral, brand, and other visual external facing materials/platforms/communications
- Cultivate new partners and sponsors to generate funding opportunities, with a focus on increasing sustainable restricted and unrestricted revenue
- Oversee the fulfillment of reporting requirements and stewardship efforts
- Lead special fundraising events and campaigns including capital campaigns
- Work with the team to manage an effective grants management, CRM, project management and other communication systems
- Coordinate with program team members to ensure the organization's fulfillment of funded objectives
- Engage existing and prospective Board member, Young Professionals Council, and donors
- Coordinate Corporate Social Responsibility and other partner volunteer opportunities
- Partner with finance department to sustain efficient, effective, and transparent financial tracking and reporting processes
- Other duties as assigned

CANDIDATE REQUIREMENTS

Education and Experience

- Bachelor's degree required, Master's degree preferred
- 7-10 years of experience in marketing and development, especially corporate, individual and foundation giving
- Special event management and fundraising experience required (e.g., event production, marketing, fundraising, etc.)
- Demonstrated success in developing and implementing effective fundraising strategies
- Previous capital campaign experience highly valued (e.g., school facilities)
- Strong communications and marketing experience (e.g., social media, earned media, website development with the goal of sponsor and partner awareness and engagement)
- Experience and established relationships with prospective funders in the tech sector preferred

- Experience managing a highly functioning staff/team highly preferred (e.g., track record of years-long experience managing demonstrably successful teams)
- Database management experience required, Salesforce preferred (e.g., project management and customer relationship management software)

Knowledge, Skills and Abilities

- Outstanding organizational skills and attention to detail
- Innovative thinker who can contribute to continuous improvement of protocols, policies and operating procedures
- Ability to work independently and manage multiple priorities and deadlines
- Exceptional written and oral communication as well as interpersonal skills
- Experience identifying, attracting and retaining corporate funders through a solid account management system and engagement protocol
- Articulate, professional demeanor with strong self-confidence and initiative
- Excellent computer skills including database, word processing, spreadsheets, presentations, and online communications; Google Suite, Asana, Salesforce and Adobe experience a plus
- Ability to work in a dynamic, demanding, fast-paced environment
- Knowledge of public education and experience with K-12 schools is a plus
- Strong collaborator, good listener and strategist; comfortable receiving input from many sources, and able to analyze and formulate disparate information into a sound, well-organized plan
- Self-starter with a knack for networking, creating new relationships and opportunities
- Experience spearheading and managing projects with multiple contributors and work streams from conception to completion on time and within budget
- Mission-driven and be able to gather others around them in a common vision of success
- Entrepreneurial - a self-starter with a high energy level and an action-oriented individual
- Commitment to LA Promise Fund mission and values
- Must clear a LiveScan criminal background check
- Must clear a TB Risk Assessment
- Must complete Mandated Reporter training

COMPENSATION

Salary commensurate with qualifications, experience and education. Excellent, full benefits package.

HOW TO APPLY

Email your cover letter and resume to careers@lapromisefund.org.