

Title: Chief Development & Marketing Officer

Reports to: CEO

Department: Development and Communications

Supervises: Marketing & Communications Director, Grants Director, Donor Engagement Specialist, Events & Fundraising Director, Volunteers, and others as needed (some positions may be outsourced).

Job Type: Salaried - Full time – Exempt

Salary: \$130,000 - \$140,000

Texas Advocacy Project (TAP) is a statewide non-profit working to end dating and domestic violence, child abuse, sexual assault, human trafficking, and stalking in Texas. TAP empowers survivors through free legal services and access to the justice system, and advances prevention through public outreach and education. Our vision is that all Texans live free from abuse.

TAP's Core Values are Integrity, Courage, Innovation, & Empowerment.

General Description

The Chief Development and Marketing Officer (CDMO) is an executive leadership position responsible for the design and implementation of a complete development and marketing department to increase individual, corporate, foundation, government, and community fundraising streams, as well as broaden support and awareness of TAP's mission through communications, public relations, and branding. This leader will set out a vision for TAP's fundraising and communications teams, setting clear goals, marshaling resources to achieve those goals and providing the teams with the support they need to thrive while developing them as professionals. Fundraising is a primary component of this position.

Duties and Responsibilities:

General

- Lead and provide oversight to a committed, energetic, and growing development and communications team to build and expand our donor base and significantly increase awareness of TAP's mission. Responsible for hiring, training, managing, and evaluating the development and communications staff, and supporting them in their professional growth.
- Collaborate with the CEO, Board of Directors, and fellow members of the Senior Leadership Team to develop and implement strategies, agency policies, budgets, and staffing decisions.
- Support the Board of Directors in fulfilling their financial commitments, and serve on the Board Cultivation Committee and the Board Marketing and Communications Committee. Prepare quarterly board reports and attend quarterly Board meetings and present development and communications updates when Board Committee Chairs are not available to do so.
- Serve as an inspirational leader for staff, promote a culture of philanthropy in the organization, and create a high-performing team with integrity and a commitment to learning, quality, and continuous improvement.

- Secure major donors and ensure a fundraising pipeline.

Development and Marketing

- Develop and implement a comprehensive fundraising strategy aligned with the organization's mission, goals, and financial needs.
- Plan and implement the annual and long-term development and marketing plans detailing the goals, objectives, and action steps for individual, foundation, corporate and government giving, planned giving, special events, and other campaigns.
- Identify, cultivate, and successfully solicit large major gifts to meet established fundraising goals and to support and expand organization programs.
- Forge strong relationships with the Board of Directors and leverage their ability to fundraise for the organization.
- Create and implement TAP's Marketing and Communications Plan to build brand familiarity and excellence. Plan elements will include internal and external communications, public relations, targeted outreach for news media coverage, design and content of all marketing collateral, email communications (including newsletter), annual report, outreach materials, social media presence, and website, ensuring a high-quality user experience.
- Oversee the implementation of an internal communications plan to ensure staff are knowledgeable and engaged ambassadors for the organization.
- Ensure that all communications are compelling and consistent with TAP's brand and voice, and that relationships with partners, funders, volunteers, and all stakeholders are effectively managed.
- Monitor and analyze the performance of communication and marketing initiatives to assess their effectiveness and return on investment.
- The following should be top of mind when creating and implementing strategies: TAP's audience is broad and covers the entire state of Texas. Focus areas include current and potential individual donors, foundations, and Board of Directors members, as well as the business community, Texas State Government (all branches), city and municipal officers, and other advocates (family violence shelters, rape crisis centers, healthcare partners, sister agencies, and MOU partners).

Our next Chief Development and Marketing Officer is:

- Growth-minded and curious. You will see beyond what others think is possible and drive a significant boost in TAP's current income generation and brand recognition. You are curious and drive new areas of opportunity in fundraising and communication and are eager to innovate, grow, and excel.
- Tenacious and Proactive. You will have a strong drive to achieve results and overcome challenges. You will be resilient, resourceful, and committed to excellence in all tasks and responsibilities.

- A team builder and talent developer. You will identify, mentor, and capacity-build team members in the Development and Communications Department and support talent development throughout the organization. The CDMO will manage and hold teams accountable for impact.
- Kind contributor and collaborative mindset. You will contribute to the collective problem solving of senior management as it grapples with complex challenges in this growing organization. A collaborative mindset is necessary when mentoring and coaching our team of high-performing individuals.

Qualifications:

- Five to seven years of senior management and leadership experience at an executive level within a development and communications department at non-profit organizations, or comparable leadership experience in sales, marketing, or community engagement in the for-profit or non-profit sector.
- Demonstrated success working with all elements of fundraising, including major donors, foundations, corporate and individual giving, foundation and government grants, and events.
- Successful track record of achievement in securing major gifts (\$10,000 and above), strong networking and influencing skills, and experience in solicitation and cultivation of individual donors, foundations, and corporations.
- Excellent communication and presentation skills (written and verbal).
- Demonstrated leadership skills including the ability to motivate teams to meet goals, build and maintain relationships, direct and support team members, and a strong sense of personal accountability.
- Ability to create and implement strategic communications and fundraising visions.
- Flexibility and ability to work independently, and as a team player, with a wide range of constituents and colleagues.
- Must be able to exercise discretion and independent judgment on matters of significance pertaining to all development and communications activities.
- Light Work - Lift up to 20 pounds occasionally.
- Must reside in and be eligible to work in the State of Texas. Preferred cities: Austin, Dallas, and Houston.

Compensation is commensurate with experience. Salary starting at \$130,000. Generous benefits including vacation, holiday, and sick time, medical, dental, vision, EAP, 403b retirement, pet insurance, life insurance, and FSA.

This position is located in Texas, and can be a remote or hybrid role, depending on location (TAP's physical office is in Austin, Texas, candidates may reside in Austin, Dallas, Houston, or elsewhere in Texas).

To Apply:

If interested, please send a cover letter, detailed resume, and 3 references to jobs@texasadvocacyproject.org. Please type "Chief Development & Marketing Officer" in the subject line. No telephone inquiries, please. Applicants must consent to a background check once an offer is made. Open until the position is filled. Please indicate how you heard about the opening.

The Project and its Board of Directors supports the principles and spirit of equal opportunity based upon qualifications and related experience without regard to race, color, ethnicity, religion, sex, pregnancy, marital status, sexual orientation, age, national origin, disability, veteran status or medical condition as defined in federal and state laws. Current Project employees may apply for any position openings in which they have an interest.

Texas Advocacy Project is a smoke-free work environment.