



JOB TITLE: Director of Advancement

SUPERVISOR: Chief Operating Officer (COO)

JOB CLASSIFICATION: Exempt

DIRECT REPORTS: Development Manager, Analysts and/or Associates; Communications Manager, Analysts, and/or Associates

ESSENTIAL DUTIES & RESPONSIBILITIES:

Independent Judgment and Discretion

Primarily engaged in tasks involving the use of discretion and independent judgment on matters of significance to Keiro in the performance of duties including, but not limited to directing the organization's fundraising, communications and community engagement strategies.

Provides strategic direction in the execution of Keiro's overall fundraising goals by utilizing value-based impact metrics to amplify communication of the organization's relevance, thereby promoting community support and achieving fund development goals. Creates and tracks department budgets and progress towards stated development and communication goals.

Exercises professional judgment in employment practices within the Development and Communications Departments, including hiring, salary adjustments, and performance evaluation. Makes recommendations to the Chief Operating Officer for changes in employee relations and work status.

Works with the Board of Directors and Fund Development Committee to develop strategic initiatives to cultivate donor support and retention. Identifies opportunities for grant funding and donor campaigns.

1. Communications & Marketing:

- a. Directs the overall strategy for communications to promote public engagement and brand management including, but not limited to, publications, social media, digital media, website, and any other organizational communications and marketing materials.



- b. Communicates and conveys Keiro’s mission by cultivating and maintaining relationships with the media, including print, broadcast, and digital/online.
- c. Coordinates and maintains relationships with media contacts and vendors (graphic designers, photographers, videographers, print and mail-house service providers) to maximize their effectiveness and value to Keiro.
- d. Establishes preferred media referrals and approves all public releases.
- e. Ensures all external communications and collateral materials meet Keiro’s standards for accuracy, transparency, and integrity.

2. Fundraising & Development:

- a. Directs the overall strategy for fundraising and development to increase public support including, but not limited to, donor campaigns and fundraising events.
- b. Identifies grant funding opportunities, that align with current programs and partnerships, and provides cohesive and realistic deliverables to grant funders.
- c. Coordinates the planning and execution of fundraising events, such as the Keiro no Hi Festival, to meet public support goals.
- d. Supports the planning and execution of events hosted by the Program and Strategy Departments, such as the Caregiver Conference, to meet public support goals.
- e. Monitors monthly progress towards established goals by analyzing key performance indicators to identify opportunities for public support growth in order to achieve long term fundraising goals.
- f. Coordinates and prepares appropriate department reports for Board and Fund Development Committee meetings.
- g. Serves as a “Keiro Ambassador” and participates in programs, conferences, special events and meetings with community groups and organizations to exemplify Keiro’s core values, relevance, mission, and vision.

3. Donor Relations & Stewardship:

- a. Directs the overall strategy to create and foster strong relationships with prospective and major donors including, but not limited to, increasing individual donor contributions and planned or recurring giving and cultivating relationships in collaboration with key organizational staff such as the President & CEO
- b. Oversees strategies for database administration and maintenance to ensure gifts are processed and to analyze data needed for annual reports, form 990 and strategic planning.



4. Documentation:

- a. Maintains all records as required by law and policy for Keiro's communication and development functions and ensures compliance with the laws and regulations of applicable governing agencies.
- b. Develops the overall objectives and provides guidance to develop spreadsheets to ensure the timely execution of development and communication priorities.

5. Equipment & Supplies:

- a. Assures that equipment and supply needs for the Advancement Department are maintained.

6. Core:

- a. Supports Keiro's mission and strategic priorities.
- b. Meets minimum standards of compliance, including adherence to the Code of Conduct and participation in mandatory training programs.
- c. Participates in and supports performance improvement activities.
- d. Provides customer service in an ethical, timely, accurate, efficient, and respectful manner.
- e. Maintains a safe work environment.

7. Other:

- a. Ability to travel and work flexible hours.
- b. Must be self-motivated and able to work independently.
- c. Interest in working with older adults.
- d. Performs additional duties, as assigned.

QUALIFICATIONS:

1. Education:

- a. Bachelor's degree in nonprofit management, business, communications, public relations, design, media or related field, required.
- b. Master's degree preferred, but not required.

2. Experience:

- a. Minimum of 5 years of professional experience in managing organization-wide communications, marketing and/or community engagement programs.



- b. Certified Fund-Raising Executive (CRFE) or similar certification is beneficial, but not required.
  - c. Professional certification in communications, marketing, or public relations is beneficial, but not required.
  - d. Grant writing experience preferred, but not required.
3. Job Knowledge:
- a. Knowledge of the Japanese American/Japanese community and community-based organizations.
  - b. Ability to understand and utilize processes and procedures used to create and manage communications programs in a bilingual/bicultural environment.
4. Skills:
- a. Strategic Thinking: Ability to develop and direct the execution of long-term advancement strategies that align with Keiro's mission and goals.
  - b. Leadership and Team Management: Strong leadership skills with the ability to inspire, mentor, and manage a diverse team.
  - c. Communication: Excellent written and verbal communication skills with an ability to craft compelling narratives and deliver persuasive presentations.
  - d. Relationship Building: Ability to build and maintain professional relationships with a wide range of stakeholders, including donors, board members, volunteers, consultants, and community partners.
  - e. Analytical: Ability to analyze effectiveness of communications and identify improvements for future activities. Able to perform simple to complex mathematical calculations.
  - f. Computer: Skilled in PC and computer equipment, including word processing, database management, spreadsheets, design, and other software applications required for the position. Ability to analyze data to measure progress towards goals and inform strategy. Proficiency in using donor database platforms such as Raiser's Edge, and Classy, as well as marketing and communications programs including WordPress, Constant Contact, Adobe Creative Suite, helpful.
  - g. Project Management: Ability to manage multiple projects simultaneously, prioritize tasks and meet deadlines in a fast-paced environment.
  - h. Language: Japanese bilingual, helpful
5. Physical & Sensory Requirements (with or without the use of mechanical devices):
- a. Must be able to move intermittently throughout the work day.



- b. Must be able to cope with the mental and emotional stress of the position.
- c. Must possess sight/hearing senses or use prosthetics that will enable these senses to function adequately so that the requirements of this position can be fully met.
- d. Must function independently, and have the flexibility, personal integrity, and ability to work effectively with participants, community members, personnel, and support agencies.
- e. Must meet the general health requirements set forth by the policies of Keiro, which may include a health examination.
- f. Must be able to push, pull, move and/or lift a minimum of 25 pounds.
- g. May be necessary to assist in the evacuation of participants during emergency situations.

PHYSICAL & SENSORY REQUIREMENTS (with or without the use of mechanical devices):

1. Must be able to move intermittently throughout the day
2. Must be able to cope with the mental and emotional stress of the position.
3. Must process sight/hearing senses or use prosthetics that will enable these senses to function adequately so that the requirements of this position can be fully met.
4. Must function independently, and have the flexibility, personal integrity and ability to work effectively with participants, community members, personnel and support agencies.
5. Must meet the general health requirements set forth by the policies of Keiro, which may include a health examination.
6. Must be able to push, pull, move and/or lift a minimum of 25 pounds.
7. May be necessary to assist in the evacuation of participants during emergency situations.

WORK AREA & ENVIRONMENT:

1. Office, home and community.