



**Richmond Promise  
Advancement Manager/Director**

**Issue Date: May 2019  
Final Filing Date: Open Until Filled**

**The Richmond Promise:**

Launched in January 2016 through a public-private partnership between the City of Richmond and its largest employer, Chevron, the Richmond Promise is a community-wide college success initiative to build a college graduating culture in Richmond, CA. The Richmond Promise was created with the belief that all Richmond students should have the opportunity to develop their skills and reach their full potential, regardless of race, income level, or personal background. Through a college scholarship, collaborative cross-sector partnerships, and supportive programming, the Richmond Promise aims to ensure all students in Richmond excel to and through higher education, reach their career goals, and become change-making leaders in the Richmond community.

**Position Summary**

This position is intentionally scaled Manager - Director, with title based on experience, and ideal for an ambitious individual who is excited about establishing a foundation, and growing with the organization. As Advancement Manager/Director, you will play a key role in our first growth movement, helping us advance our mission and keep our promise to future generations of Richmond students. You will guide the development of the Richmond Promise fundraising strategy, build our donor base, and drive fundraising programs to meet contributed revenue goals. You will help us achieve our fundraising goal to grow the scholarship fund and build a strong foundation of support with a goal towards organizational sustainability beyond our seed funding. We will help you grow your career through professional development opportunities and competitive responsibility ladder. We are committed to investing in your professional trajectory and leadership.

You are passionate about closing the degree divide, and believe all students can achieve a college degree. We believe our students are absolutely awesome current and future leaders of this city, and the ideal candidate for this role will think so too. We are looking for a strategic, mid-career fundraising professional with experience in creating and executing a successful development strategy who would like to grow with the organization. We'd love to work with a creative thinker with an eye for detail, someone who gets excited about our mission, and a leader with a good sense of humor. You will work closely with the Executive Director to refine and share our vision for the Richmond Promise, and steward and grow a diversified and sustainable base of philanthropic support that includes individual donor, foundation, corporate and public support.

This position is based in Richmond, CA and is full-time starting as soon as possible.



## **Fundraising Strategy & Annual Giving**

- In partnership with the Executive Director, execute a multi-year fundraising strategy based off of the success and learnings from year 1 fundraising plan
- Lead an annual events strategy that includes planning and executing several small events, hosted by Richmond Promise board members and other champions in support of our fundraising goals
- Develop strategies for identifying, cultivating, soliciting, and stewarding current and prospective donors; execute programs to engage and motivate donors' support of Richmond Promise through personal approaches and visits, appeals and campaigns, and special events as required;
- Build relationships with individuals, foundations, and corporations to develop funding prospects from philanthropic sources;
- Lead efforts to steward donor relationships. Create a donor-centric stewardship plan;
- Support board development efforts, working alongside the Executive Director to recruit, manage and steward a highly-invested and highly-effective board
- Lead foundation fundraising and grantwriting efforts;
- Manage gift processing and the acknowledgment process;
- Oversee reconciliation of gift data with Accounting.

## **Communications**

- Continued refinement and dissemination of the Richmond Promise story through use of data, student voice, and the Richmond Promise vision of success;
- Lead external communications work, including creation of themes and content for annual communications calendar;
- Manage all social media accounts (Facebook, Instagram, Twitter, LinkedIn, use of the tool Hootsuite);
- Create content for monthly newsletter (Mailchimp), blog, and social media accounts in partnership with Richmond Promise staff, board, students, and partners;
- Manage the Richmond Promise website with content support from staff (Wordpress).

## **Database Management**

- Provide overall strategic direction for Salesforce and integrated database programs like Click & Pledge, Eventbrite, etc.;
- Maintenance of donor database including opportunity life cycles, contacts, and relevant reports;
- Support the database needs related to Advancement, Marketing and Communications, and Program Departments.



## **Other Duties**

- Support of program staff as needed, including event management, communications, and strategic support;
- Support the development of the Richmond Promise Scholar alumni program, including creating a plan on how we will engage our first class of alumni (2020);
- Support of the annual PromiseNet conference planning - a national conference that will be co-hosted by Richmond Promise, UC Berkeley, and the Contra Costa Community College District in 2019;
- Represent the Richmond Promise in the community, conferences, and other events.

## **Desired Competencies and Qualifications:**

- Demonstrated experience and success in developing and implementing a fundraising strategy and annual giving campaign;
- Program experience in the field of college access and success is highly valued;
- Excellent written and oral communication skills and ability to inspire;
- Strong attention to detail and highly organized;
- Strong ability to work independently and drive projects forward with limited management;
- Creative and innovative - a self-starter who thrives in a fast-paced and multi-faceted environment;
- Strategic problem solver;
- Natural story-teller;
- Love for fundraising—both from individuals and institutions;
- Enjoy people and the concept of creating donor communities;
- Competency with CRM databases: can draw conclusions and make recommendations on strategic use of Salesforce, and can customize and create reports and dashboards;
- People management, and project management skills;
- Knowledge and passion for issues in education, particularly college/post-secondary equity, access and success;
- Commitment to diversity and inclusion;
- Proficiency with Microsoft Office Suite, Canva, Wordpress, Salesforce, Mailchimp, Hootsuite a plus.

## **Additional Qualifications**

- Bachelor's Degree (Required)
- 3+ years in all/either: college access/success programming, development, campaign management, partnership-development, marketing, communications, strategy or operations (Strongly Preferred)



- Understanding of the Richmond and Bay area philanthropic landscape (Strongly Preferred)

**Work Environment:**

Professional office space in Richmond Civic Center less than a 15-minute walk from Richmond BART.

**Compensation:**

Title and compensation is commensurate with experience, \$65,000 - \$90,000. Manager will have experience working in the field of fundraising and communications. Directors will have minimum 4-years in the fundraising/development field with a record of impact. Benefits are generous and flexible. With the aim to develop and grow within the position, and within the organization, professional fundraising coaching is available.

**To Apply:**

Please email the documents below to Jessie Stewart [jessie.stewart@richmondpromise.org](mailto:jessie.stewart@richmondpromise.org). Write "Advancement Manager/Director (your last name)" in the subject line. Position is open until filled. Send: 1) Cover Letter that specifically outlines why you are a good fit for this position 2) Resume 3) Salary requirements 4) The names of three professional references (names and titles) who can speak to your skills and abilities as they relate to this position. We will only contact them after speaking with you and if you are a finalist for this position. Richmond Promise is an affirmative/equal opportunity employer and does not discriminate on the basis of race, religion, age, ethnic background, sex, disability, or sexual orientation. People of color, women, sexual minorities, and people with disabilities are strongly encouraged to apply.