



## **Position Announcement: Director of Mission Advancement CASA**

**Located in: Triangle (Wake, Durham and Orange Counties), NC**

### **Ask yourself**

Are you driven by the belief that everyone deserves the dignity and stability of a permanent home?

Do you find joy building relationships and connecting individuals with an impactful mission and excel in a collaborative team that is driven by impact and supports each other like family?

Are you the next Director of Mission Advancement of CASA?

### **Why?**

CASA seeks an experienced Director of Mission Advancement to lead CASA's Mission Advancement department to support CASA's housing program.

CASA is a non-profit housing provider whose mission is to provide access to stable, affordable housing for people who are homeless or at risk by developing and managing rental communities. Since 1992, CASA has grown and expanded their properties, staff, and tenants to encompass a broader population of individuals in need of affordable housing. The core of CASA's beliefs and mission has always been the same: the solution to homelessness is housing.

### **What will you do as CASA's next Director of Mission Advancement?**

The Director of Mission Advancement (DMA) is responsible for leading CASA's mission advancement strategy with a focus on fundraising, donor cultivation, stewardship, and strategic communications efforts. This role involves managing CASA's resource development efforts, including implementing fundraising strategies, expanding donor engagement, and overseeing CASA's public communications. The Director will work closely with the Chief Financial Officer and senior leadership to meet CASA's fundraising and mission-related goals. The DMA supervises the Annual Fund Manager and Donor Coordinator.

### **Responsibilities Include the following:**

- Plan, manage, implement, and evaluate all aspects of CASA's private sector fundraising while continuing to build an organizational culture of philanthropy.
- Help create annual unrestricted, capital, and program-restricted fundraising goals that align with CASA's strategic plan while creating intentional pipelines using moves management.
- Develop and implement a comprehensive resource development plan with key



- performance indicators to measure donor acquisition, growth, and retention at all levels.
- Create and manage capital campaigns and major gift initiatives focused on housing development while developing strategies to better engage donors and understand their connections, interests, and abilities.
- Involve the CEO and other management team colleagues in high-impact resource development efforts.
- Collaborate with the Director, Housing Solution Fund and Donor and Communications Specialist to establish reports that track the effectiveness of fundraising strategies and evaluate progress.
- Identify and encourage innovative approaches for building and increasing philanthropic support.
- Ensure that grant applications and reports are submitted in a timely manner.
- Engage board and committee members in fundraising efforts through training and networking.
- Make public presentations to constituents and groups of all types to increase support for CASA's mission.

## Why CASA?

The mission of CASA is to provide access to stable, affordable housing for people who are homeless or at risk by developing and managing rental communities. As a 501(c)(3) nonprofit organization, CASA is governed by a 10-person Board of Directors, with a 41-member staff and an operating budget of \$8 million. CASA's main administrative and property management office is in Raleigh, with a second property management location in Durham. Funding for CASA is sourced through rental income, philanthropic gifts, and local, state, and federal government grants.

CASA has provided affordable housing in the Triangle for those at risk of homelessness for more than 30 years. Experienced in the full range of management activities required to provide high quality service to residents giving them an opportunity to live successfully, CASA owns and manages approximately 565 affordable apartment units, collectively, in Wake, Durham, and Orange counties and has more than 250 apartments in the pipeline for new construction development.

CASA was founded on the belief that housing is the key to ending homelessness. This belief fuels our mission to offer stable homes for families, veterans, individuals with disabilities, those who have experienced homelessness, and hardworking individuals who face challenges affording a place to live.

**Want to know more?** Visit [www.casanc.org](http://www.casanc.org).

## Key lived experiences, attributes, and skillsets sought in the DMA

- Bachelor's degree in nonprofit management, business, communications, or a related field.
- At least five years of progressively responsible experience in fund development, with proven success in growing donor bases and a proven track record of soliciting six-figure gifts; knowledge and experience with affordable housing programs preferred.

- Advanced knowledge of fundraising theories, principles, and practices.
- Ability to develop and manage effective donor relationships and strategies for acquisition, cultivation, and stewardship.
- Excellent interpersonal, written, and verbal communication skills.
- Experience with grant writing, capital campaigns, and major gift programs.
- Ability to work effectively in a fast-paced, mission-driven environment.
- Ability to engage and motivate others in a collaborative, team-oriented culture.
- Ability to read, analyze, and interpret complex documents. Ability to respond effectively to sensitive inquiries or complaints. Ability to write speeches, articles, and reports using original or innovative techniques. Ability to make effective and persuasive presentations to top management, public groups, and/or boards of directors.
- Ability to work with mathematical concepts such as probability, statistical inference, and fractions, percentages, ratios, and proportions applied to practical situations.
- Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret a variety of technical instructions and deal with abstract and concrete variables.
- Proficiency in Microsoft Word, Microsoft Excel, and other relevant software tools. Experience with donor database systems and communication platforms.

## Think you are the next CASA Director of Mission Advancement?

**To apply, click on the link to the Director of Mission Advancement position profile at <https://jobs.armstrongmcguire.com/>.** You will see instructions for uploading your compelling cover letter, resume, salary requirements, and professional references. Please provide all requested information to be considered. In case of any technical problems, contact [talent@armstrongmcguire.com](mailto:talent@armstrongmcguire.com). No phone calls, please, and no applications will be accepted by email or directly from third-party posting sites.

Salary starts in the \$83,000 range. Benefits include medical, dental, vision, life, short and long-term disability insurance; 403(b) retirement plans; vacation and sick time; 12 paid holidays plus 3 floating holidays; phone allowance. CASA follows a hybrid work structure where employees work remotely or from the office, as needed, based on demands of specific tasks and/or personal work preferences.

CASA is an equal opportunity employer and values diversity within our mission and vision. At CASA, Equal Employment Opportunity is our commitment and goal. All qualified candidates will receive consideration for employment without regard to race, national origin, gender, age, religion, disability, sexual orientation, veteran status, marital status, or any other protected status designated by federal, state, or local law. Applicants are encouraged to confidentially self-identify when applying. Employment is contingent upon successful completion of a reference check and background investigation.

Review of candidates will continue until the position is filled.