

POSITION ANNOUNCEMENT



Senior Director of Mission Advancement

CASA
Raleigh, NC

Career Opportunity

CASA seeks a Senior Director of Mission Advancement (SDMA) to be 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 Senior Director will work closely with the Chief Financial Officer and senior leadership to meet CASA's fundraising and mission-related goals. The SDMA supervises the Annual Fund Manager and Donor Coordinator.

Mission: 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.

Reporting Structure: The Senior Director of Mission Advancement reports to the Comptroller.

Total Staff and Budget: 41 staff members and an annual budget of \$8M.

Salary: Salary is commensurate with experience and is expected to fall within the \$87,000 to \$90,000 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; and 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.

Working Environment/Location: In Office/Raleigh, NC

Key Responsibilities of the Senior Director of Mission Advancement

- 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.

The Ideal Candidate Profile

The ideal candidate will possess the following qualifications:

- 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 funding 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.

About CASA

Casa is a 501(c)(3) nonprofit organization governed by a 10-person Board of Directors. 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.

How To Apply

Join CASA and play a critical role in shaping its future while driving impactful change in the community.

To apply, click on the link for this position at <https://jobs.armstrongmcguire.com/>. You will see instructions for uploading your compelling cover letter, resume, and salary requirements. Cover letters should be responsive to the mission of CASA as well as the stated responsibilities and qualifications.

Please provide all requested information to be considered. In case of any technical problems, contact talent@armstrongmcguire.com. **No phone calls, please, and no applications will be accepted by email or directly from third-party posting sites.**

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.

About Armstrong McGuire

Armstrong McGuire is a national executive search, fundraising, and strategic advising firm that believes in unlocking the potential of nonprofit leaders and the communities they serve. Founded in 2004, our diverse team of advisors work with clients and leaders to align strategy, optimize operations, build capacity, and lead nationwide searches that bring supremely talented individuals to high-impact organizations. Learn more about our services in talent acquisition, fundraising counsel, and strategic planning.