

American Red Cross
Oregon Trail Chapter
www.oregonredcross.org

Executive Position Profile

Chief Development & Communications Officer

The Opportunity

Under experienced leadership, the Oregon Trail Chapter (OTC) is nationally recognized for its innovative approach and commitment to excellence. This statewide organization is also well known for its collaborative team approach to management. With the promotion of their Chief Development & Communications Officer (CDCO) to CEO, they currently seek this key member of the team.

This position requires a veteran development professional to be responsible for overall leadership and management of all aspects of a diversified financial development program as well as a comprehensive communications effort. Among other things, s/he will develop and manage corporate relationships and build partnerships in the community that will increase the Chapter's ability to attract contributions and provide services. Accountable to the Chief Executive Officer, this is an excellent opportunity to manage a lean but growing department and to make a large and visible impact on a community and statewide organization through a globally recognized and highly respected name.

Organization Profile

The American Red Cross Oregon Trail Chapter was chartered in 1917 as part of the largest humanitarian movement in the world, providing the regional services on which the national organization was founded. Internationally recognized as the premier relief organization, the ARC was founded based on the following principles: humanity, impartiality, neutrality, independence, voluntary service, unity, and universality. While initially founded to protect victims of war, ARC now saves and rebuilds lives - down the street, across the country and around the world - in response to disasters and emergencies of all kinds.

Among the largest 25 chapters in the nation, and a highly respected partner in the national American Red Cross system, OTC is the regional chapter for the entire state of Oregon. Headquartered in Portland, and with offices in Astoria, Hood River, The Dalles, Pendleton, La Grande and Baker City, over 100 employees and over 1,000 volunteers provide relief to victims of disasters, and help people prevent, prepare for and respond to emergencies. For instance, the Red Cross in Oregon *annually* responds to emergencies and disasters every 12 hours (on average), provides 97% of the state's entire blood supply, teaches 100,000+ Oregonians how to be ready to save a life, supports 1,000 of Oregon's military families, and deploys hundreds of trained volunteers to national disasters.

The budget of \$6.3 million is funded primarily through funds developed through local giving resources (\$2 million), products provided or services organized by the local chapter (\$2 million),

administration of an AmeriCorps grant (\$1.5 million), and various other sources. The Chapter receives no national funds, and its biggest short-term challenge is the loss of almost \$2 million annually in United Way revenue. Almost 70% of that loss has been mitigated through revenue growth and expense reductions, yet much work still needs to be done. The opportunity to continually develop a proactive and effective strategy to educate the community and build an even stronger base of funding is challenging and achievable.

In 2007, OTC became the Regional Chapter for the state, charged with providing support and oversight to Oregon's Community Chapters headquartered in Salem, Eugene, Medford and Bend. In 2008, OTC and its Community Chapters launched a shared services model, centralizing some functions and implementing more effective systems and efficiencies. By 2012, many administrative services will be regionally centralized, and OTC's focus will be far more external, with revenue development as a primary responsibility. While financially healthy, OTC needs a strong CDCO to plan, implement, and integrate the best fundraising and communications practices in order to extend giving capacity and reach in the community and statewide.

The Position

The Chief Development & Communications Officer oversees all aspects of the Oregon Trail Chapter's development and communications programs. Working closely with the senior leadership team (SLT), this leader will participate at a strategic level and partner both internally and externally to grow the development efforts. Management of the development staff and a comprehensive communications effort as well as promoting teamwork with other departments is critical to achieving improved results. Key responsibilities include the following:

Financial Giving Program Development: Responsible for creatively building and expanding the development program for the Chapter with special emphasis on an outreach to corporations and business entities, new donor relationships, major gifts, an annual signature event, and increasing the giving level of current supporters.

Planning: Provides leadership and direction to all planning activities for all development functions, including plan development, implementation and evaluation. Also develop and oversee plan and program relating to planned giving (deferred giving, wills and bequests), endowments, and special capital campaigns. Works with the communications department to broaden their efforts.

Leadership: Exercises key leadership presence on the SLT in addition to leading, managing, and participating in the personal solicitation program. Cultivates, encourages and maintains relationships with existing and potential donors, both individual and corporate, through personal contact and acknowledgement of support. Builds innovative partnerships in the community to enhance corporate giving and community relations. Works closely with the CEO to ensure her time is well spent in donor and corporate relations.

Administration: Oversees all Annual Fund activities, including direct mail, telephone solicitation, grant writing, leadership societies, in-kind and remembrance gifts. Ensures that a process/program for successful special events is in place. Participates in and attends conferences, meetings, etc. Leads outreach, serves as a resource, and guides other

state chapters in financial development arena, increasingly so as the national ARC funding model shifts.

Management: Provides management support for department's volunteer committees, working closely with volunteer leaders of Financial Development advisory committees. Identifies and assists in recruitment, training and management of volunteer leadership for financial development functions. Also, manages paid and volunteer staff to assure that all programs/services are cost efficient, accurate and timely.

Teamwork: Works closely with Executive Director, Board, management team, advisory committees, etc. to provide appropriate support and coordination of fundraising efforts. Manages communications to ensure consistent and effective presentation of the Oregon Trail Chapter to the public, specifically relating to fundraising.

Required Qualifications

The successful candidate will have demonstrated success in all aspects of financial development program management, including planning and implementing complex fundraising projects, knowledge and understanding of marketing and communications methodologies, and the ability to develop systematic approaches and strategies for development activities. Technical depth coupled with an outstanding track record is ideal.

In seeking a proven fundraising leader, success in raising large amounts of money from various and sophisticated contributors is particularly desirable. That, along with experience in a business driven non-profit environment, would be helpful. Additionally, candidates should have a bachelor's degree, a master's degree is preferred.

Personal qualities such as business acumen, commitment to team work, results orientation, resourcefulness, superior written and oral communication and interpersonal skills, and effective managerial skills will be necessary. It will be important that the successful individual have self-confidence, initiative, creativity, and the ability to inspire confidence and interest. It is essential that s/he work effectively with a variety of internal and external stakeholders to deliver success.

Professional histories must reflect stability and progressive success. Compensation will be commensurate with experience, with an excellent incentive/benefit package.

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