



DIRECTOR OF DEVELOPMENT & COMMUNICATIONS

2021-2022

THE LOTUS BLOOM MISSION:

Providing a safe, welcoming and inclusive space to traditionally underserved populations to come together as a community to provide children with a rich learning foundation.

OUR VALUES:

** High-touch approach to families * Community-building approach * Multicultural * Philosophy of Listening
* Parents and caregivers do not feel they are being judged* Continuous Learning*

Description of the Role

The Director of Development's role at Lotus Bloom is to accomplish/achieve the following:

- Ensure the sustainable advancement of the mission of Lotus Bloom by leading all strategies and activities related to fundraising and donor development, including but not limited to: securing funding through writing grant proposals, maintaining and building donor relationships, planning fundraising efforts in the community, and growing Lotus Bloom's community of support.
- Lead a small fundraising team (supervise Development Coordinator) to create a strong Development Department focused on creating and sustaining successful partnerships that guide donors to realizing their philanthropic goals with Lotus Bloom.
- Work with board members, staff, volunteers, community partners and donors to deepen engagement and increase fundraising activities.
- Maintain grant partners and diversity funding streams, current budget size of \$2M, (60% government, 35% foundations, 5% individual donors, 2% earned income).
- Build Lotus Bloom's presence in the community through strategic marketing and communication initiatives targeted at parents, funders, elected officials, and partners.

Purpose Statement

A Successful Director of Development has:

- Strong communication skills and a people-oriented mindset. A successful Director of Development builds on existing relationships, fosters the creation of new relationships, and connects various stakeholders in the goal of driving Lotus Bloom's mission and vision forward.
- Excellent writing skills for grants, social media, funding reports, newsletter, marketing efforts, and annual report.
- Create an annual development plan tied to and multi year strategic goals
- Oversee gift acknowledgment and stewardship of donors
- Strongly identifies with Lotus Bloom's mission of providing direct services to families and elevating the voices of the people they serve.
- Experience in leading with heart, compassion, and an asset-based approach to cultivate the strengths present in staff and the community.
- Incredible attention to detail, an innovative approach to systems building and management
- Brings best practices in continuous improvement and facilitates processes and solutions
- Has experience and expertise in special events, customer service and/or nonprofit experience as a staff member or volunteer

Job Description

Key Duties and Responsibilities

Fundraising

- Maintain and deepen relationships with existing funders/donors

Lotus Bloom

2800 Park Boulevard
Oakland CA 94610
510-735-9222
www.lotusbloomfamily.org



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- Source and build new funding relationships
 - Manage start-to-end grant application process, including writing reports and proposals
 - Work with the Board of Directors and Fundraising Committee to brainstorm, plan and execute large and small scale fundraising events.
 - Coordinate visits to Lotus Bloom Sites and work collaboratively with Program Staff to welcome visitors while maintaining safety and culture of the community space.
 - Coordinate at least 2 annual fundraising campaigns/events: lead event planning & coordination of staff/volunteers committees, vendors, solicit donations, act as day of coordinator and point of contact for the event, close out all donations with acknowledgements and gift report, conduct ROI study

Marketing and Communications

- Oversee Lotus Bloom's Marketing Strategy; cultivate leadership within the Marketing Committee to drive the strategy forward with relevant campaigns and activities
- Design and implement updates to the Lotus Bloom brand to ensure the best of brand integrity and user experience of all collateral and online platforms including the website, social media pages, and advertisements
- Respond or direct inquiries that come in via the website or social media
- Drive brand awareness in the greater context of the field of family support with innovative approaches to outreach including webinars, panel discussions, social media live engagement and more
- Design and implement the future of Lotus Bloom's Marketing Strategy to embrace a Fee for Service/ Earned Income avenue that promotes Lotus Bloom as a thought leader in the field of family support with timely approaches to parent engagement and leadership

Team Engagement

- Act as a culture keeper in Lotus Bloom's programs: maintain the safety and security of our community of families by adhering to Lotus Bloom's Photo Release Policy, Visitation Guidelines for funder or community partner visits; ensure that participants are respected and celebrated at all times.
- Lead the Board of Directors Fundraising Committee, Participate in the Board of Directors Finance Committee.
- Seek collaboration points between Program Staff and Board Members or Volunteers to build a wider community of support for fundraising purposes.
- Demonstrate thoughtful, compassionate leadership with everyone at Lotus Bloom. Foster a community of continuous learning in alignment with Lotus Bloom's values. Embrace opportunities to frame the Lotus Bloom brand and provide support to grow staff confidence to articulate the Lotus Bloom mission, vision and values.
- Oversee the performance of the Development Associate, provide professional development, stretch opportunities, project based success opportunities, training and conduct annual performance reviews.

Department Development

- Architect the Development Department for long term success by designing, drafting, implementing and training a growing team of enthusiastic professionals on the processes and procedures related to fundraising, resource cultivation, donor engagement, volunteer management, events, project management for grants requirements and customer relationship management
- Research, pilot and recommend relevant technologies to streamline fundraising efforts at Lotus Bloom
- Manage the Development Department budget, oversee quarterly expenditures and report to the Executive Director
- Conduct quarterly evaluation and impact measurement of all fundraising, marketing and engagement activities undertaken by the Department to ensure successful implementation, learning and growth

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- Oversee the entry of data, management of dashboards and accuracy of impact measures for reporting, engagement and strategic planning purposes. Encourage a data-driven approach to goal-setting with peers in Impact Meetings; present data as necessary to drive solutions-based decision making.

QUALIFICATIONS:

- Family Support is at the core of our [mission and vision](#). We are seeking an individual who understands or has a working knowledge of Family Support and is passionate about empowering children and families through strength-based practices.
- Exceptionally strong English written and verbal communication skills
- 2+ years of experience managing teams or direct reports
- 3+ years' experience with fundraising and grant writing, nonprofit administration, project management and special events as a staff or a volunteer.
- Bachelor's Degree in a relevant field appreciated but not required
- Ability to work flexible hours including late nights and weekends
- Ability to work independently as well as in collaboration with peers and under supervision

START DATE: ASAP

COMPENSATION: Based on experience; Benefits Package includes Paid vacation, holidays, and sick time. Paid medical and dental benefits for full time employees (30+ hours per week). Part time and Full time welcomed.

COVID-19 VACCINATION MANDATE: *COVID-19 vaccination is mandatory for all employees, however accommodations will be considered for religious beliefs or one's disability.*

LOCATION: This position is required to report 3 days a week to Lotus Bloom's Oakland office, and 2 days remote; this position is required to attend organizational events, meetings, training etc. at additional locations and times.

DISCLAIMER: The information presented indicates the general nature and level of work expected of employees in this classification. It is not designed to contain, nor is it to be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications and objectives required of employees assigned to this job.