



Job Description:

Job Title: **Vice President of Resource Development and Community Engagement**

- I. Job Relationships: Reports to President /CEO. Supervises the Marketing/Communications Manager, Community Building and Engagement Specialist, and Development Assistant/Volunteer Coordinator.

- II. General Description
Provides oversight and leadership for a dynamic resource development and community engagement plan to meet Lacasa's mission and strategic plan. Promotes an awareness of Lacasa's mission and community contribution through a balanced program of public relations and volunteer recruitment and support. Oversees provision of direct support for neighborhoods, training leaders and connecting them to Lacasa's services and other local and municipal resources.

- III. Responsibilities
 - A. General
 - i. Serves as a member of Lacasa's management team.
 - ii. Works with the President and the Board of Directors to develop and implement a comprehensive fundraising strategy that advances Lacasa's mission and expands philanthropic support for the organization.
 - iii. Oversees external communications, relationship development and management, public relations and community building and engagement efforts.
 - iv. Responsible for developing and implementing strategies that accomplish Lacasa's 5-year strategic goals plan (found at www.lacasainc.net). As a member of the senior management, is responsible for all aspects of this plan, taking leadership in the areas related to job responsibilities and duties.
 - v. Serves as liaison to the Board of Directors, maintains all Board minutes and documents, distributes monthly Board packet.

 - B. Fundraising
 - i. Develops new relationships and cultivates existing relationships with individuals, businesses, banks, faith communities and service groups in order to raise funds for the organization and to increase long-term financial stability. This includes all tax credit fundraising and reporting for both NAP and IDA programs. Works with area financial planners to develop a planned giving program.
 - ii. Per strategic plan, expands Lacasa's donor base, increasing annual contributions by at least 50% by 2021.
 - iii. Works with the Board of Directors and special committees charged with fundraising to facilitate their work. This includes the Lacasa Board of Directors, the Help-A-House Fundraising Committee and the Resource Development Committee.

- iv. Coordinates grant applications to support Lacasa programs. Maintains a schedule of grant opportunities, receipts and reporting requirements. Coordinates applications for: United Way, foundations, corporate, and other grants that support Lacasa programs.
- v. Maintains an established donor database and other internal systems to sustain donor relationships. Maintains confidentiality of all donor records.

C. Public relations.

- i. Supervises publication and distribution of all Lacasa publications and releases (physical and electronic), communicating the Lacasa story to clients, donors, and the public. These include newsletters, an Annual Report, press releases, etc.
- ii. Supervises Lacasa's website, any Lacasa supplementary websites, video production, brochures, displays, and social media presence including Facebook, Twitter, Instagram, etc.
- iii. Supervises press relations.
- iv. Supervises planning and coordination of organizational events, such as the Annual Meeting, the volunteer component of Help-A-House Work Day, Volunteer/Sponsor recognition events, Open Houses, Ribbon Cuttings and ground breaking events.

D. Volunteer coordination and Engagement

- i. Supervises Lacasa's Volunteer Program, inclusive of staff supervision, planning, goal-setting, performance metrics and performance evaluation.
- ii. Supervises recruitment, volunteer initiatives, and organization and promotion of program.
- iii. Per strategic plan, oversees expansion of volunteer projects to all Elkhart County communities, particularly through Help-a-House partnerships.
- iv. Supervises growth in numbers and cultivation of regular, skilled volunteers.
- v. Supervises creation of opportunities for volunteering that lead to deeper levels of engagement with Lacasa.

E. Community Building and Engagement

- i. Supervises Lacasa's Community Building and Engagement Program, inclusive of staff supervision, planning, goal-setting, performance metrics and performance evaluation.
- ii. Per strategic plan, supervises work on defined models of offering services that can be available to interested neighborhoods countywide.
- iii. Supervises efforts to train and consult with members of neighborhoods to equip them for achieving their goals.
- iv. Ensures that the presentation of the Lacasa brand is consistent at a neighborhood level and that neighborhoods are regularly invited to participate in other Lacasa programs and services and to support them.

F. Other.

- i. Participate in Lacasa's business planning, annual meeting, management team meetings and monthly staff meetings.
- ii. Participate in community and professional meetings and educational events.

- iii. Maintain a very visible community profile, actively engaged in the Elkhart County community.
- iv. Other duties as assigned by the President.

IV. Personal Qualities

- A. Gritty
- B. Collaborative
- C. Creative
- D. Curious
- E. Open-minded
- F. Integrity
- G. Mission-driven
- H. Business-minded

V. Skills / Qualifications

- A. Enthusiastically embraces the mission and values of Lacasa, Inc.
- B. Has achieved a bachelor's degree. A major in communications, public relations, business, marketing or a related field is preferred.
- C. Has a good understanding of communications, marketing and development theory and strategies. Completion of a certified fund raising course of study preferred. 3-5 years of experience preferred.
- D. Demonstrated excellent writing skills.
- E. A critical thinker. Able and willing to engage in debate.
- F. A problem solver.
- G. Ability to meet and enthusiastically engage a diversity of donors, communicate Lacasa's mission and present a case for financial support.
- H. Ability to manage and lead a team effectively, manage resources and implement projects. Management/supervision experience preferred.
- I. Able and willing to travel. Must provide a personal vehicle with adequate vehicle liability insurance.
- J. Must provide and carry a personal cell phone during work hours for communication with staff and donors.
- K. Computer skills including: Office Suite, donor database software, social media, website management.
- L. Spanish language proficiency and multi-cultural experience preferred.

VI. Hours and salary range

- A. Full-time.
- B. Salary will be established commensurate with the skills and experience of employee within the salary/wage range step.

The above statements are intended to describe the general nature and level of work being performed by people assigned to this position. They are not intended to be a complete list of all responsibilities, duties, and skills required. Lacasa, Inc. is an Equal Opportunity Employer