OVERVIEW
For more than 150 years, St. John’s Community Services (SJCS) has been a pioneer in advancing community support and opportunities for people who might otherwise fall through the cracks. We work with individuals with developmental disabilities, the elderly, and those experiencing social and personal challenges such as homelessness. Our experienced and dedicated team advocates tirelessly, fiercely, and unapologetically to change the world for those who are at risk of isolation and marginalization.

WHY YOU WANT THIS JOB
Just like everyone at SJCS, you believe in advancing inclusive communities where every person, regardless of circumstances, has the right and opportunity to live their best life. You have a strong desire to support the work of SJCS as we strive to:

- Establish independent living and provide safe spaces through housing, in-home support, and shelters
- Cultivate self-sufficiency through job training, enabling technology, and life skills coaching
- Promote community engagement through employment, volunteerism, and recreation
- Foster self-expression and entrepreneurship through arts education programs
- Celebrate diversity and each person’s individuality by being an advocate for all

HOW YOU WILL DO THE JOB
The Chief Development and Marketing Officer (CDMO) is responsible for ensuring success for all fundraising, special events, community engagement, marketing, and public relations efforts at SJCS. The CDMO works collaboratively with a leadership team to identify, define, and operationalize strategic initiatives for the organization while championing a culture of philanthropy and providing fundraising tools and resources to SJCS board members, executive leaders, and staff.

This position will work primarily out of the Washington, DC office located at 901 D Street SW, Suite 800, Washington, DC 20024. Domestic travel required.

The primary responsibilities of this position include, but are not limited to:

ORGANIZATIONAL LEADERSHIP
- Serve as a key member of SJCS’s executive leadership team and provide leadership and direction to the chief executive officer, board, and development/marketing team in the effective execution of all fundraising, marketing, and communications work
- Stay current on the latest trends, research, and assets in philanthropy; adapt and apply these learnings to SJCS
- Suggest appropriate annual revenue goals to SJCS leadership, striking the fine balance between ambitious and achievable goals
- Supervise and support development and marketing team members
- Work closely with leadership from other departments and state offices to ensure harmony between finance, programs, communications and fundraising
- Support SJCS leadership in growing the Board’s understanding, interest, and involvement in fundraising

**FUNDRAISING DESIGN, EXECUTION, AND EVALUATION**
- Revisit and revise the annual development plan, ensuring SJCS has a clear path forward to achieve fundraising growth and goals
- Quickly and creatively design, execute, and evaluate fundraising campaigns
- Set and execute a system for monitoring fundraising performance data and reports across all development initiatives; analyzing the data for trends and insights to act upon in future campaigns and appeals
- Support the Chief Strategic Initiatives Officer in advancing large-scale corporate, foundation, and other organizational partnerships for strategic interests and in-kind gifts by conducting research and offering input on relationship development

**COMMUNICATIONS DESIGN, EXECUTION, AND EVALUATION**
- Work with SJCS’s leadership and marketing team members to develop and execute its annual communications calendar, content plan, and design and approval process that covers all social media, online and offline communications
- Build and leverage connections to ensure that influencers within target industries and demographics know and love the work of SJCS and that the organization is seen as a leader in advancing inclusive communities
- Continue to develop and strengthen the SJCS voice to build brand awareness, relevance, reputation and esteem among target audiences
- Lead the creation/production of inspiring design, content and campaigns that build the brand and drive donations
- Rally SJCS stakeholders (staff, donors, state offices, etc.) around the brand; ensure brand standards are maintained across all channels
- Establish a best-in-class web presence that drives donations and volunteer support, and supports aggressive fundraising and awareness growth goals
- Lead communications team to create a best-in-class social media presence that empowers stakeholders to spread the SJCS brand virally

**HOW YOU KNOW IF YOU CAN DO THE JOB**
- You have a Bachelor’s Degree in nonprofit administration, marketing, communication, business or a related area and a minimum of ten (10) years of management experience in positions of increasing responsibility in fundraising and/or marketing environments or equivalent; Master’s Degree preferred
• You have significant experience managing diverse teams to execute and innovate
• You are a strategic and creative thinker who enjoys working with data
• You have a diverse fundraising background, including working with small sum donors, major donors, corporations, family and other foundations, and events
• You have demonstrated success in achieving and exceeding fundraising goals
• You have exceptional analytical skills applied to market segmentation and maximizing ROIs
• You have demonstrated diplomacy in working with diverse individuals and audiences, and sensitive situations and subject matter
• You have previous experience working in a social service nonprofit setting, holding the lead fundraising role preferred
• You are able to travel to SJCS’s state offices and work remotely

HOW YOU KNOW ST. JOHN’S COMMUNITY SERVICES IS THE RIGHT FIT FOR YOU
• You are excited for the opportunity to promote the mission of SJCS, advancing inclusive communities, and elevating the visibility of individuals with developmental disabilities and people who are experiencing other social and personal challenges
• You are a strong and experienced executive leader requiring little learning curve
• You regularly demonstrate strong self-motivation, strategic thinking, and the ability to work independently
• You have awesome project management skills, with a knack for working backwards from deadlines and can deal with curve balls thrown at your work plan
• You have a keen attention to detail, a love of adhering to organizational systems, and aren’t satisfied until you have produced a high-quality work-product
• You possess a high level of integrity and confidentiality and are able to manage sensitive information
• You are reliable and a friendly communicator who reaches out and follows-up with professional persistence
• You are a creative thinker and willing to test out new ideas

The above job description is not intended as, nor should it be construed as, exhaustive of all responsibilities, skills, efforts, or working conditions associated with this position. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of this position.

HOW TO APPLY FOR THIS JOB
Candidates should send the following (with “SJCS CDMO” as the subject) to careers@sjcs.org:
• Current resume
• A cover letter with:
  o Salary range expectations and
  o Available start date
• A writing sample that is authored solely by the candidate
• An example of another strategic communication to a volunteer or board member authored by the candidate (Ex. A program or campaign report that the candidate has constructed to answer a question, give strategic advice or solve a problem)

Persons with mental or physical disabilities as defined by the Americans with Disabilities Act are eligible for this position as long as they can perform the essential functions of the job after reasonable accommodations are made to their known limitations. If the accommodation cannot be made because it would cause the employer undue hardship, such persons may not be eligible for this position. Persons of color and women are strongly encouraged to apply.

HOURS OF WORK, HOLIDAYS, AND OTHER BENEFITS
• Full-time 40 hours per week with potential for a flexible work schedule
• SJCS participates in a retirement plan, FSAs for Health and Dependent Care, company sponsored Long-Term Disability, and Life & ADD coverage
• SJCS observes 7 federal holidays and offers a generous leave plan, inclusive of three (3) floating paid days off (PTO)

Physical and Environmental Conditions:
Work environment involves everyday risks or discomforts that require normal safety precautions typical of such places as offices, e.g., use of safe workplace practices with office equipment, and/or avoidance of trips and falls. Long and extended hours and travel required.