

Director of Resource Development and Communications **Centro Campesino in South Florida**

Position Profile:

Centro Campesino is looking for an experienced, innovative and entrepreneurial Director of Resource Development and Communications to develop and implement a fund development and communications strategy to increase funding and brand presence for this award winning organization serving South Florida's multiethnic, immigrant and farmworker community. This position is a member of the senior management team and reports to the Executive Director.

Key Responsibilities:

Fund Development Role

- Develop an organization fund development plan that includes financial goals, specific staff objectives, and strategies.
- Lead and implement a comprehensive fund development program with support from the senior staff.
- Take primary role in donor stewardship and relationship building with donors, volunteers, government, media, foundation representatives, and others to nurture their connection to the organization.
- Provide persuasive leadership as a member of the senior management team and bring credibility, passion, and commitment to Centro Campesino's mission.

Communications/Public Relations Role

- Develop and implement an integrated strategic communications plan to support resource development objectives and advance Centro Campesino's brand identity, broaden awareness of its mission and priorities, and increase visibility.
- Managing media relations including helping to execute press events, write media releases/advisories, respond to media inquiries, prepare executive director with talking points, and potentially serving as an agency spokesperson.
- Oversee the creation of marketing material and agency communications tools, including but not limited to E-newsletters, E-blasts, social media, and other means of communications.
- Provide oversight of agency Website and all social media platforms.

Attributes and Experience:

- **Fundraising:** Proven success in fund development for a nonprofit organization – managing funder portfolio and achieving annual fundraising goals.
- **Project Leadership:** Experience in planning, leading, and managing development projects, including coordinating with peers to achieve desired outcomes, and tracking and reporting on progress to senior managers/board of directors.
- **Entrepreneurial Spirit:** A results-oriented self-starter that initiates and actively seeks to meet and exceed goals and results develop and deepen donor relationships.
- **Communications:** Skilled in creating powerful, compelling written and oral communications for fundraising. Ability to convey complex ideas through brief, simple materials.

- A minimum of four (4) years of experience leading successful fundraising for a non-profit agency required. Familiarity with Raisers Edge or other fundraising software a plus.
- Bachelor's degree from a four-year college or university or equivalent experience.
- Experience working with a variety of media, public relations activities and with planning and executing special events is highly desirable.
- Proficient in MS Office (Word, Excel, Outlook, and PowerPoint).
- Knowledge of South Florida preferred.

Benefits:

This is a regular full-time position with a competitive salary. Centro Campesino is an equal opportunity employer that is committed to providing a comprehensive, competitive, and cost-effective benefits package that promotes a culture of employee well-being. The benefits package includes company-paid health insurance, sick and annual leave, life insurance and long-term disability insurance and 403b retirement account program with company contribution after one year of employment and an employee-paid dental insurance policy is also available.

***Please only apply if you have proven fund development experience.** To be considered, submit a cover letter indicating how you are an excellent match for the position qualifications and education/experience requirements and a resume to Alicia Moreno at AMoreno@CCFCFL.org

Agency Background/Culture: The Centro Campesino Farmworker Center was established in 1972 as a farmworker advocacy organization in response to the deplorable living conditions of farmworkers and other low-income families in South Florida. Since its inception, Centro Campesino has built over 500 single family homes for low-income families, manage 132 affordable rental units, and rehabilitated more than 6,000 homes for rural low-income families in 11 Florida counties. The organization has guided over 3,000 families through the homeownership process and assisted over 2,000 distressed homeowners facing South Florida’s foreclosure crisis. Today, Centro Campesino has an annual budget of \$7,000,000 with a staff of 32 fulltime and 20 part-time staff. Awards: Two time Bank of America Charitable Foundation Neighborhood Builder awardee, the 2020 UnidosUS Affiliate of the Year, and a chartered Neighborworks America organization with an “exemplary rating”. Website: www.centrocampesino.org

Today, Centro Campesino’s lines of business are in four major areas: 1) **Housing and Housing Counseling**, includes affordable housing development and rentals, housing rehabilitation/weatherization, and homeownership counseling; 2) **Children and Youth Services**, includes learning centers for youth from low-performing schools, afterschool care, tutoring and a summer camp; 3) **Workforce Development**; includes adult vocational training and job placement and Science, Technology, Engineering, and Math (STEM) internships for high school students; 4) **Disaster Recovery and Advocacy** related to emergency financial assistance, disaster relief, fair housing, increasing access to services.