



Chinese American Service League

## Director of Development and Communications Opportunity Guide





## About Chinese American Service League

Chinese American Service league (CASL) is a multi-dimensional social service agency with more than 40 years of experience educating youth, caring for seniors, training the workforce, placing immigrants on the path to citizenship, and securing housing and financial wellbeing for those in need in Chicago. CASL is constantly striving to address and respond to current and emerging issues deeply affecting the community, including COVID-19 and the recent resurgence of AAPI hate crimes. Plans for a new soon-to-be launched initiative will shape policy to address disparities in AAPI/minority communities, advocate for and give voice to AAPI/minority communities surrounding racial and social justice, and educate and galvanize minority communities in diversity, equity, and inclusion.

CASL is a leader in the science of program and outcome evaluation. CASL's Center for Social Impact has implemented and published a Social Determinants of Health Assessment and Quality of Life Assessment to better understand clients' everyday needs, identify barriers to health equity and define solutions to eliminate these barriers.

Since its founding, the CASL's comprehensive programs have connected families and individuals in the Chicago Chinese community and beyond with the vital support they need with programs focused on:

- Children and youth development
- Senior wellness and independence
- Employment and financial empowerment
- Community and family wellbeing
- Legal advice and representation (tenants' rights, immigration, etc.)

Forty-eight percent of the households CASL serves are multigenerational, and the agency is dedicated to fulfilling the needs of entire families and the community at large.

CASL's [Strategic Plan](#) for 2020 –2023 details more about the agency's future direction.





## The Opportunity: Director of Development and Communications

The Director of Development and Communications (DODC) reports to Chief Executive Officer [Paul Luu](#) and leads strategy and implementation of a comprehensive program to ensure sustainable philanthropic support for CASL's mission and a proactive, comprehensive approach to agency-wide communications.

The DODC has overall responsibility for leading a team of five, including a Special Events and Development Officer, Grant Writer, Development Associate, Marketing Design Officer, and Communications Officer.

The DODC will hold their own portfolio of major gift donors and prospects and be a strong partner to the CEO and Board as they manage their own major donor portfolios. The Director will also hold a staff leadership role in CASL's Comprehensive Campaign to develop and fund a new senior meals program, grow the agency's endowment and fund other innovative initiatives.

Communications responsibilities for the Director include leading strategy that builds and executes CASL's brand, strengthens marketing and communications, fosters strategic partnerships, grows the institutional and individual donor base, and expands relationships with media, donors, elected officials, clients, supporters, corporate leaders, and other influencers and stakeholders.

The DODC is a member of CASL's Leadership team, which includes the Chief Executive Officer, Chief Operating Officer, Director of Programs, Director of Accounting and Finance, and Human Resources Director.

# Performance Objectives

## Leadership and Board Relations

- Partner with CASL's COO, CEO, Board Development Chair, and Board leadership to identify and articulate long- and short-term goals requiring funding and messaging.
- Plan and monitor the workloads of Development and Communications staff, ensuring alignment between department activities and the agency's fundraising and communications priorities.
- Lead and inspire a high-performing Development and Communications team.
- Serve as the key liaison for the agency's Development Committee, remaining attuned to opportunities to engage volunteers in new ways to cultivate, solicit and steward relationships with new and existing supporters.
- Serve as a representative for the agency at external functions and presentations and on boards and committees as needed.
- Attend and present at CASL Board of Directors meetings.
- Develop an annual department budget and ensure that the department operates within budget guidelines. Regularly monitor revenue and expense reports and course correct as necessary to achieve net expectations.
- Demonstrate fiscal responsibility and efficient use of all organizational resources.
- Serve as the primary face of all things relative to philanthropy and communications within CASL and beyond. Show leadership and initiative in broad issues facing the sector, the profession and the community.
- As a member of CASL's leadership team, listen and learn from peers to be fully versed in items related to CASL's mission, which may impact or drive philanthropy or communications decisions.





# Performance Objectives

## Development

- Maintain a personal portfolio of individual donors with the ability to make 5-6 figure gifts to the agency.
- Work with CASL's Development staff to create and implement a calendar of stewardship activities designed to engage current and prospective supporters at all giving levels.
- Lead by example and ensure excellent customer service is provided to donors.
- Provide strategic guidance and staff support to CASL's executive staff and Board in their work to build relationships with major donors, including recommending strategies and crafting materials to support their efforts.
- Work diligently to meet agreed upon monthly and annual activity and income producing goals, and be purposeful about every visit, communication, and the desired outcome for each "touch."
- Manage and oversee the agency's strategic use of the newly configured Salesforce database, ensuring consistent gift processing, data entry and report generation, in addition to recurring wealth screening and moves management processes.
- With agency leadership, identify recurring needs for key donor and revenue reports and ensure their timely generation for meetings and updates to key staff and volunteer leaders.
- In conjunction with Board leadership, construct and execute an annual Board strategy to guarantee that 100% of the Board personally gives to the organization.

## Communications

- In conjunction with the team's communications professionals, develop and oversee the agency's communication and marketing strategy, including the creation of key collateral materials such as an annual Impact Report, program brochures, newsletters, donor communications and social media, and event materials.
- Partner with CASL's CEO, COO, board on engaging media (active vs passive) around CASL's programs and innovation.
- Create new and innovative marketing and outreach strategies using technology and social networks to increase visibility of the organization for diverse, new audiences.



# The Qualified Candidate

Chinese American Service League seeks an innovative and collaborative Development and Communications leader with a decisive style that is grounded in an exemplary track record of leading a high-functioning team to fundraising and communications success. Strong interest in working with culturally and linguistically diverse communities is highly required. Taking an organized, thoughtful, and reflective approach, the Director of Development and Communications will approach any challenges with a constructive outlook and creatively work to address them. Candidates who are passionate about the opportunity to offer immigrant and minority populations a wide variety of cutting-edge programs and services to ensure better living are encouraged to apply.

## Specific Requirements Include:

- Passion for CASL's mission.
- Evidence of a high degree of intercultural competency.
- A minimum of five years of progressive experience in Development, with three or more years managing a multi-functional team.
- Experience in leading or being a senior member of a communications team with media relations, social media, public relations and crisis management responsibilities.
- Experience working closely with a President or CEO, Executive Team and Board Leadership in a complex agency, coaching and assisting leadership in managing major donor relationships and communications responsibilities.
- Strong analytic and strategic-thinking skills, with demonstrated ability to create, implement and monitor complex plans and translate those plans into goals and concrete strategies.
- Highly effective interpersonal, conversational, and presentational skills demonstrating an emotional intelligence and situational awareness in tandem with excellent writing abilities, strong case development, and superior listening and communication skills.
- Proven ability to build strong external relationships with a variety of stakeholders including donors, volunteers, media, elected officials, partner organizations and other stakeholders.
- Prowess in problem solving, strategic and creative thinking, and taking initiative with consistent and reliable follow-through.
- High proficiency with direct donor interaction, including discussions of personal and family finances and asking for major financial commitments.
- Experience in working independently in a fast-paced environment and fluency in managing multiple projects and competing priorities with professionalism.
- Track record in financial management, stewardship, and developing strategies to successfully increase revenue.
- Career track record that shows stability with an organization and capacity to develop and nurture relationships culminating in overall success.
- Knowledge of best fundraising and communications practices and strengths in the distinctive needs for planning, finances, and supervision germane to fundraising and communications work.
- Unwavering personal integrity, reliance on transparent processes and consistently high ethical standards.
- Bachelor's Degree required; advanced degree and/or CFRE credential preferred.
- Experience with Salesforce preferred.



## How To Apply

This position offers a competitive salary with strong benefits. Relocation assistance may be offered. All inquiries will be held in strict confidence.

Chinese American Service League is an Equal Opportunity/Affirmative Action employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, ethnic or national origin, or any other status protected by State and Federal law. Applications are NOT LIMITED to Chinese American candidates.

To assure confidential tracking of all applicants, no applications will be accepted via email. ALL INQUIRIES WILL BE HELD IN STRICT CONFIDENCE.

This search is being managed by Laura Weinman, Vice President, and Kiana Martin, Project Coordinator of KEES. Questions may be addressed to [kmartin@kees2success.com](mailto:kmartin@kees2success.com).

**APPLY NOW**

## About KEES

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