



Position Title: Chief Development & Community Engagement Officer

Statement of Duties

Duffy Health Center is a patient-centered medical home, and every role requires functioning effectively using a team-based approach. The Chief Development & Community Engagement Officer (CDO) is responsible for the overall fundraising, advancement, and marketing functions of Duffy Health Center, as well as community engagement efforts and agency priorities elevating DHC’s profile locally, regionally and nationally. Work includes development and stewardship of donors; management of fundraising campaigns and communications; developing and maintaining positive relationships with community supporters and partners; overseeing management of special projects and events; coordinating initiatives with leadership team; ensuring compliance with fundraising regulations and reporting requirements; and performing departmental administrative duties. This position is deemed non-essential* in the DHC Emergency Operations Plan.

Position Functions

The essential functions or duties listed below are intended only as illustration of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if work is similar, related, or a logical assignment to the position.

1. Works with Leadership Team to determine and implement organizational vision, policies, and services and programs. Participates in and provides input into leadership and management decisions. Provides information and insight with respect to services and departmental matters across the agency.
2. Monitors fiscal performance of department including fundraising goals/outcomes and departmental expense management (fundraising and marketing cost centers).
3. Ensures compliance with fundraising regulations and reporting requirements including inter-agency policies and Attorney General’s charity solicitation guidelines. Collaborates with Development Committee board members and CEO on development policy, as needed.
4. Develops strategy and a comprehensive development plan for fundraising campaigns including methods to identify, solicit and/or steward prospective donors, including major donors and planned giving opportunities. Stewards donors, supporters, foundations, and partners at all levels to ensure positive and purposeful relations.
5. Prospects and cultivates relationships with key community partners such as but not limited to individuals, businesses, churches, community donors and supporters.

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6. Works with Duffy board members and CEO to advance fundraising programs and efforts, including creation and implementation of donor events and programs. Collaborates with board members to activate and retain their fundraising support and cultivates their networks to identify opportunities to support DHC initiatives. Supports board recruitment by developing and stewarding relationships with ‘pipeline’ groups and organizations and identifying individuals for board committee work where their interests intersect with DHC goals.
7. Uses “moves management” practices to track activity and monitor outcomes. Oversees maintenance of donor database and donor acknowledgements and outreach.
8. Supervises the Associate Director of Communications & Organizational Advancement (ADCO) and oversees the development of the annual Marketing Communications plan, objectives, tactics for both internal and external communications. Collaborates with ADCO on development of new and strategic communications channels to reach target audiences.
9. Establishes and maintains strong community relationships with press.
10. Provides timely reports to management, Board, and donors.
11. Leads agency initiatives that increase DHC’s profile regionally and nationally through coordination and leadership of board/staff committees addressing DHC goals, such as creating a more just and diverse organization and community. Initiates partnerships to advocate on behalf of DHC patients and clients. Serves as a spokesperson on such issues and a key contact in DHC relationships with state and national health center and homelessness associations.

Accountability

Duties include department level responsibility for technical processes, service delivery, and contribution to business wide plans and objectives and fiscal responsibility for the department including buildings, equipment, and staffing utilization. Consequences of errors missed deadlines or poor judgment could severely jeopardize department operations or have extensive financial and legal repercussions and/or loss of life. Consequences of errors missed deadlines or poor judgment could have a continuing adverse effect on business functions.

Judgment

Guidelines only provide limited guidance for performing the work. They may be in the form of administrative or organizational policies, general principals, research, legislation, or directives that pertain to a specific department or functional area. Extensive judgment and ingenuity are required to develop new or adapt existing methods and approaches for accomplishing objectives or to deal



with new or unusual requirements within the limits of the guidelines or policies. The employee is recognized as the department or functional area's authority in interpreting the guidelines, in determining how they should be applied, and in developing operating policies.

Complexity

The work consists of the practical application of a variety of concepts, practices and specialized techniques relating to a professional or technical field. Assignments typically involve evaluation and interpretation of factors, conditions or unusual circumstances; inspecting, testing or evaluating compliance with established standards or criteria; gathering, analyzing and evaluating facts or data using specialized fact-finding techniques; or determining the methods to accomplish the work.

Supervision

Work is performed under the administrative direction of the Chief Executive Officer, and in accordance with professional standards, protocols and business policies and objectives. The Chief Development & Community Engagement Officer establishes goals and objectives for the department and assumes direct accountability for department results. Consults with supervisor only where clarification, interpretation, or exception to business policy may be required. The employee/official exercises control in the development of departmental policies, goals, objectives, and budgets. The employee is also expected to resolve all conflicts which arise and coordinate with others as necessary.

Position is responsible for the coordination of work for various interns and consultants and monitors work in accordance with grant or contract requirements. The employee works outside of normal business hours and/or at night as needed to perform position functions.

Supervisory Responsibility

Employee is accountable for the direction and success of programs accomplished through others. The manager is responsible for analyzing program objectives, determining the various work operations needed to achieve them, estimating the financial and staff resources required, allocating the available funds and staff, reporting periodically on the achievement and status of the program objective; and recommending new goals. The manager typically formulates or recommends program goals and develops plans for achieving short and long-range objectives; determines organizational structure operating guidelines and work operations; formulates, prepares and defends budget and manpower requests and accounts for effective use of funds and staff provided; coordinates program efforts within the unit and with other departments; delegates authority to subordinate supervisors and holds them responsible for the performance of their unit's work; reviews work in terms of accomplishment of program objectives and progress reports, approves standards establishing quality and quantity of work; and assists or oversees the personnel function, including or effectively recommending hiring, training, and disciplining of employees.

Nature of Contacts

Relationships are constantly with co-workers, the general patient population and with groups and/or individuals who have conflicting opinions or objectives, diverse points of view or differences



where skillful negotiating and achieving compromise is required to secure support, concurrence and acceptance or compliance; OR one-on-one relationships with a person who may be under severe stress, where gaining a high degree of persuasion may be required to obtain the desired effect. The employee may represent to the public a functional area of the business on matters of procedures or policy where perceptiveness is required to analyze circumstances in order to act appropriately.

Job Environment

The work environment involves everyday discomforts typical of offices, with occasional exposure to outside elements. Noise or physical surroundings may be distracting, but conditions are generally not unpleasant.

Confidentiality

The employee has access to confidential information of the organization.

Recommended Minimum Qualifications

Physical and Mental Requirements

Employee works in a healthcare office and is required to walk, sit, talk/listen and use hands more than 2/3rd of the time; and stand and reach up to 1/3rd of the time. Employee occasionally lifts up to 10 lbs., and seldom lifts up to 30lbs. Normal vision is required for the position. Equipment operated includes office machines, computers and an automobile.

Requirements under the DHC Emergency Operations Plan

During a declared Emergency, staff deemed as Essential Personnel are expected to work onsite at Duffy Health Center and Non-Essential Personnel are expected to work remotely. This position is Non-Essential and therefore this position may be expected to work remotely' during a declared emergency.

Education and Experience

A candidate for this position must have a Bachelor's Degree in Business Administration, Marketing, or similar education, and a minimum of five years' experience in fundraising, advancement, business development, and/or marketing. Advanced degree preferred.

Knowledge, Skills and Abilities

A candidate for this position should have:

Knowledge of:

- Duffy Health Center mission, vision, and values
- Marketing communications and fundraising/advancement practices and procedures
- Contemporary Annual Campaign, Major Gifts, Planned Giving, and Capital Campaign strategies
- Fundraising event strategy development

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- Communications tools, including social media and others, to effectively reach multiple target audiences across many platforms

Skill in:

- Raising awareness for and generating significant financial support for a non-profit agency
- Highly effective interpersonal, verbal, and written communications.
- Communication and collaboration with people at all levels including donors, board members, and staff
- Negotiation (advanced skills preferable)
- Oral and written presentation
- Organization, prioritizing, project management, and planning
- Use of a computer and smart phone, including Microsoft Office Suite, database management and fundraising software.

And ability to:

- Produce clear, persuasive, well-organized, accurate and fact-checked materials as needed
- Prioritize, and effectively and efficiently manage several high priority projects at once under tight deadlines
- Coordinate the work of and motivate volunteers
- Speak comfortably in front of a group of people
- Commit to the philosophy and mission of Duffy Health Center which serves the homeless and at-risk population, and to the team-based approach as part of PCMH.

Essential*

*Employees designated as “essential,” a standard Incident Command term used in Emergency Management, typically work on-site to provide direct clinical care or management of such.

Non-essential*

*Employees designated as “non-essential,” a standard Incident Command term used in Emergency Management, typically work off-site remotely to provide either clinical or administrative support to clinical operations.