



Vice President Donor and Community Engagement - Kirkland, WA
Job Description
2019

Since 1987, Imagine Housing is the leading nonprofit developer of permanent affordable rental housing with supportive services in East King County, Washington. We are working to solve the worst housing crisis to hit our region. We focus our efforts in east King County, which now has the highest cost of housing in the region with average rent for a 2 bedroom apartment topping \$3,000 per month. We provide permanent affordable apartments with support services to households earning up to \$65,000 annually including families, veterans, youth coming from foster care, and seniors.

Our outstanding team of smart, experienced, staff are committed to making a difference in our communities. We now have 639 affordable apartments in six Eastside cities serving more than 1,400 low-income individuals each year. We plan to double our size in the next five years to meet the ever-increasing needs in the region.

Imagine Housing is seeking a top notch, highly experienced professional for the role of Vice President of Donor and Community Engagement that will serve as a trusted partner and an integral leader of the senior leadership team. The responsibilities of this role include all aspects of leading and managing the organization's outreach and engagement activities, including the creation of innovative platforms and communication strategies to build long-term financial growth. This position has high growth potential as Imagine Housing continues to expand its footprint in the region. We are seeking a person who is fearless, energetic and passionate about solving one of the worst crises in our community's history.

POSITION SUMMARY

The Vice President of Donor and Community Engagement is responsible for managing, coordinating and achieving Imagine Housing's donor and corporate revenue goals. This position works closely with the Chief Executive Office/President and the Board of Directors to lead, support and achieve all fundraising activities through building relationships with corporations, foundations, individuals, organizations and local government. Must have a passion for advocating on behalf of individuals living in poverty, regardless of race, ethnicity, religion or culture, and commitment to service, excellence, and compassion. As part of the senior leadership team, the Vice President of Donor and Community Engagement operates under the general direction and supervision of the Chief Executive Officer/President. The position manages four employees: Events Manager, Donor Engagement Manager, Donor Engagement Associate, and Community Engagement Coordinator.

RESPONSIBILITIES

Leadership

- Effectively manage the Donor Engagement team to ensure that ambitious departmental goals are achieved.
- Build confidence within the team by implementing a solution focused management style where creative thinking and problem solving exist.

- Lead with an unwavering commitment for results that benefit the organization and each person on the team, by effectively communicating and creating a collaborative work environment.
- Oversee team's coordination of the grants calendar, donor correspondence, various campaigns, and reports as related to donor and revenue goals.
- Actively participate in annual performance reviews and goal setting.
- Support and foster the Board's constructive engagement in fundraising activities through attendance of monthly Board meetings.
- Collaborate with Imagine Housing's leadership team to set priorities, create and oversee the department budget and work plans, and define and articulate future directions and strategic endeavors for the Donor Engagement Department.
- Develop monthly Donor Engagement Board Reports and semi-annual Strategic Plan updates.
- Serve as a visible spokesperson and advocate for Imagine Housing throughout the community and among funding partners.
- Foster an agency-wide "culture of philanthropy" among the Board, staff and stakeholders.

Donor Cultivation

- Oversee prospecting and donor research for new donations.
- Strategize and work with the CEO/President to implement cultivation techniques to inspire prospective supporters to become donors.
- Responsible for creating and implementing a comprehensive donor strategy program to support Imagine Housing's operational and capital initiatives.
- Use tactics such as site visits, networking, etc. to increase and sustain revenue to an additional \$500K over the next 5 years; allowing Imagine Housing to rely on donations and grants totaling \$1.3M each year.
- Create and oversee the successful implementation of an Annual Giving program, including retention and acquisition from online giving, direct mail, large fundraising events, year-end campaign, and other fundraising avenues.
- Oversee the grant making process including identification, cultivation, solicitation and stewardship of relationships with corporations and foundation grant-makers.
- Manage a Major Gift effort and work with major donors to match their philanthropic interests with Imagine Housing's programs and initiatives.
- Work with the Donor Engagement team, other organizational staff, Board members and volunteers to create a, consistent, strategic, individualized and meaningful program designed to grow engagement and giving.
- Launch a Planned Giving Program to engage those interested in including Imagine Housing in their estate plans.
- Oversee the maintenance of accurate recording of essential information in Imagine Housing's donor database. Work with the finance department to ensure proper quarterly and annual reporting.

Marketing and Outreach

- Develop and implement comprehensive branding, marketing and public relations strategy that focuses on community engagement; leading events, donor stewardship, and advisor relations.
- Manage relationships with public relations, communications and/or marketing consultants.
- Build a strong network of external partners including television, radio and print in addition to enhancing our social media presence.
- Lead creative activities through print and media assets.
- Manage external relationships; managing assets, promotion and responses (media, publications and external stakeholders).
- Oversee the production and distribution of Imagine Housing's monthly newsletter, annual report, and other marketing and communication materials.
- Ensure that compelling resident success stories are being gathered and are being respectfully incorporated into outreach materials.
- Ensure that the Imagine Housing website and social media outlets are being regularly updated and effectively utilized.
- Increase attendance and engagement of quarterly Lunch & Learn events.

QUALIFICATIONS

Education/Certifications/Licenses

- Bachelor's degree in related field required. MBA is a plus.

Related Work Experience

- A minimum of 8 years of experience in professional fundraising (\$2M annual fundraising budgets and above);
- A proven track record in securing large donations (\$50K and above) and increasing existing donor contributions;
- A minimum of 10 years of management experience;
- Experienced Marketing and Public Relations;
- Grant writing experience.

Computer/Software Skills

Strong computer skills, including demonstrated proficiency in: Microsoft Word, Excel and CRM experience, i.e., Bloomerang and OneCause.

Other Skills, Abilities and Requirements

- Strong management abilities with significant experience managing people and programs;
- Vision and demonstrated ability to develop, promote and deliver positive results;
- Significant commitment to the mission of providing affordable housing;
- Excellent written and verbal communication skills and strong interpersonal skills;
- Self-starter with the ability to prioritize multiple projects and deadlines simultaneously;
- Entrepreneurial skills and spirit, with demonstrated ability to thrive in a fast-paced environment;
- Proven record of facilitating collaboration and cooperation with organizations and the community;
- Attention to detail, including proofreading and project follow-through;
- Comfort with data collection, analysis, and a strong focus on results;
- Must have a commitment to diversity, inclusion and equity in the workplace.

WORK SCHEDULE

The Vice President of Donor and Community Engagement position is full-time, salaried exempt. The typical work week is Monday-Friday, 8:00 a.m.-5:00 p.m., or at a mutually agreed-upon schedule. Occasional evening and/or weekend will be required.

COMPENSATION & BENEFITS

Salary commensurate with experience. 100% company paid health, dental, vision, and life insurance; paid sick, vacation, and holidays; 401(k) matching contribution

TO APPLY

Please email resume and cover letter to eunices@imaginehousing.org If you have any questions, please call Eunice Springs at (425) 576-5190, ext. 27

Cover letter should include how you learned of this position, why you are an ideal candidate, and your salary expectations.

**EQUAL
OPPORTUNITY
EMPLOYER**

Imagine Housing provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, compensation, promotion, supervision, transfer, training, benefits, leave of absence, layoff and termination.

For more information on Imagine Housing, visit www.imaginehousing.org