

Job Description: Chief Development & Communications Officer

About NAMI Central Texas

NAMI Central Texas—the local affiliate of the National Alliance on Mental Illness—is dedicated to improving the lives of all individuals affected by mental illness through education, support, and advocacy programs.

NAMI Central Texas is looking for a creative, strategic, driven, and proven development professional to be a thought partner with the organization's CEO. Our ideal candidate will help build and grow NAMI Central Texas' impact. Does scaling an organization with such a critical mission excite you? If you thrive in a strategic and collaborative environment, love to develop teams, and have an entrepreneurial spirit, please keep reading.

Please Note: This is a hybrid office/remote role. Office hours are based on the needs of serving the community, including occasional evenings and weekends. As position descriptions cannot be exhaustive, the position holder may be required to undertake other duties broadly in line with the below key responsibilities.

Why Work at NAMI Central Texas?

The NAMI Central Texas team firmly believes in improving the lives of all individuals affected by mental illness through education, support, and advocacy programs. We strive to influence a community that addresses mental illness as a health issue and provides the systems, resources, and education for all people to achieve recovery.

About the Chief Development and Communications Officer

The Chief Development and Communications Officer (CDCO) is responsible for developing and implementing fundraising and communications strategies to drive NAMI Central Texas's strategic revenue growth. The CDCO will expand and continue diversifying the organization's fundraising capacity across philanthropic giving, earned income, and government support. The CDCO is responsible for the execution and oversight of NAMI Central Texas' overall fundraising strategy, building a sustainable major gifts pipeline that includes giving from individuals and foundations. Our goal is to return to our pre-2020/pre-pandemic budget of \$900,000 by the end of 2024. The CDCO is a member of NAMI Central Texas' leadership team, reporting directly to the Executive Director, liaising with the Board of Directors in their role as fundraisers and communicators, and overseeing a talented team of 3 development and communications professionals. Specific responsibilities of the Chief Development and Communications Officer include:

Fundraising Leadership and Strategy

- Develop and execute a comprehensive development strategy and plan to build NAMI Central Texas' revenue in both philanthropic and non-philanthropic sources, including but not limited to multiyear campaigns, increasing engagement of individuals, corporations, and foundations, and evaluating opportunities for a fee-for-service and earned income revenue.
- Prepare and execute annual development plans, campaigns, major gifts portfolios, donor cultivation and stewardship activities, prospect identification, corporate solicitation and engagement, grant and research opportunities, corporate and family foundation grant management, fundraising events, planned giving, and endowments.
- Review and evaluate existing fundraising goals and strategies and identify opportunities for growth and improved efficiency.
- Manage a team of 3 to complete an annual grant calendar, including proposals, submissions, and reporting.
- Help lead selection, implementation, configuration, and data migration into new CRM.
- Manage the team to maintain and improve the fundraising database system to ensure accurate and timely data collection, coding, analysis, reporting, and acknowledgment, including online and credit card giving.
- Provide regular reports to the Executive Director, Board of Directors, funders, and other community members, including results to date, recent activity, priority actions, and progress on fundraising strategies and campaigns.
- Ensure community engagement opportunities, including community programs and fundraising events, are well designed to meet the needs of all stakeholders, from participants to donors.

Marketing & Communications

- Develop NAMI Central Texas' strategy, in partnership with our outsourced marketing and communications firm, for effective marketing and communications to support the organization's revenue goals and strategic direction.
- Oversee the team's execution of marketing and communications efforts, including but not limited to brand imaging and messaging, website content, press coverage, newsletters, annual reports, mailing, email, material and collateral creation, and social media.
- Represent NAMI Central Texas to the community by coordinating opportunities and serving as a speaker and representative at community events, corporate luncheons, awards ceremonies, cultivation visits, etc.

Organizational Leadership

- Support and guide the Board of Directors in cultivating and soliciting donations in a community-centric fundraising model.
- Design and oversee the team's staffing structure and organizational systems that

improve the impact and efficiency of the Development and Communications department and how it interacts with the rest of the organization.

- Develop and manage a departmental budget that supports the strategy of the Development and Communications department.
- Support organizational initiatives as needed with a lens to developing sustainable funding and NAMI Central Texas' position across the range of community stakeholders.
- Partner with the Executive Director to clarify roles - with individuals and the team - and strengthen the synergy between fundraising, programs, and communications.
- Model and promote an encouraging culture of optimism that supports constructive feedback, diversity of opinions, and professional styles of working and communicating
- Develop direct reports in their leadership aptitude; provide the information and resources they need to effectively manage internal and external relationships.
- Conduct annual performance reviews for Development and Communications team members.

Diversity, Equity, Inclusion, and Belonging

Help to foster a culture that supports NAMI's Diversity Equity and Inclusion values and commitment by centering our work on diversity, equity, and inclusion, as well as culturally responsive services and programs.

- Intentionally engage funding sources representative of the diverse population in Central Texas, inclusive of those who identify as Black, Indigenous, People of Color (BIPOC), and LGBTQIA+
- Support inclusive environments for all Board members, staff, volunteers, and community participants by continuously building your skills and knowledge, seeking ongoing feedback, and making necessary changes to better NAMI's role in the community.
- Advocate for policies enabling NAMI to bring its words and commitments to life and action.
- Lead development and communications in ways that are equitable and culturally and linguistically responsive to the communities we serve

Board Stewardship

- Collaborate with the Executive Director to prepare for board meetings
- Provide the Executive Director with timely development reports
- Attend board meetings (held every other month) and present development highlights and opportunities
- Engage individual Board members and community volunteers who are part of the Development and Communications Committee in matters pertaining to committee work, fundraising, events, and other matters where a high level of Board and community involvement is crucial
- Engage individual Board members in fundraising efforts

- Perform other job-related duties as required.

About You

You are a strong candidate for the Chief Development and Communications Officer role if you are a champion for improving the lives of all individuals affected by mental illness through education, support, and advocacy programs. You are a proven high performer with extensive experience managing a team toward ambitious fundraising goals and strategic communication campaigns. You contribute to NAMI's mission as a leader. You will also bring expertise or demonstrated capacity in the following:

- A strong commitment to the mission and values of the organization.
- A proven track record fundraising large dollar campaigns and diverse revenue streams.
- An ability to think strategically, setting compelling visions and providing insight into pathways to realizing that vision based on NAMI Central Texas' values.
- A demonstrated ability to manage comprehensive communications strategies across various stakeholders.
- Skilled manager and developer of teams with a demonstrated competency in supporting individuals and teams to realize ambitious and meaningful goals.
- Strong understanding of evaluation metrics and outcomes measurement and an ability to manage teams toward set goals
- Proven success in motivating others through empathetic and inspiring management and communication skills.
- An adept writer and editor with an ability to be clear, concise, and compelling to a broad and diverse audience.
- Strong attention to detail and demonstrated ability to follow through and meet deadlines.
- Ability to work collaboratively as part of a team effort and independently with minimal supervision.
- Commitment to diversity, equity, and inclusion, reflected in your interpersonal interactions, decision-making, writing, and storytelling.
- A demonstrated ability to make decisions based on complex and evolving information.
- Ability to give insight into how to develop and improve technology systems and solutions, such as CRM software, project management tools (Asana), and communication platforms.
- Empathy for people living with a mental health condition or a family member.
- Bilingual (Spanish) is a plus.
- A passion for the mental health field and listening to one's journey.
- Flexibility to work occasional weekends, early morning, or evening hours.
- Sound knowledge of mental health education, conditions, and resources.
- Aware of HIPAA regulations

Reporting Structure

The Chief Development and Communications Officer will report directly to the Executive Director. This role will have three direct reports.

Compensation & Benefits

- Competitive salary \$85,000 - \$95,000: depending on experience and qualifications
- Hybrid office/remote working environment
- Flexible schedule
- 7 paid holidays
- 1 floating holiday
- Paid time off on the work days between Christmas and New Year's Day during a calendar year
- 15 days of additional paid time off
- Health insurance
- Dental insurance
- Vision insurance

To apply, please submit a cover letter & resume, and three references via email to javier@namicentraltexas.org. In your cover letter, please include why this role speaks to you and why you feel you would be a good fit.