



Casa de Peregrinos Position Description: Director of Resources and Communications

Job Title:	Director of Resources and Communications
Location:	CdP Central Pantry, 999 W. Amador
FLSA Status:	Exempt
Rate of Pay:	\$50,000 to \$55,000 depending on qualifications
Hours per week:	40

Overview:

Casa de Peregrinos (CdP), an emergency food program, provides free supplemental groceries to individuals and families at risk of hunger in Las Cruces and Doña Ana County, serving as a safety link for those unable to purchase nutritious food due to an emergency or unforeseen personal crisis. It is the largest and most comprehensive food pantry in southern New Mexico. It has grown from distributing approximately one million pounds of food per year in 2012 to over 5 million pounds in 2023-4.

Position Responsibilities:

The Director of Resources and Communications is a senior manager at CdP, reporting to the Executive Director. The position is responsible for assuring that the necessary financial resources and volunteer support is available to implement agency programs. He/she serves as a member of the management team, staffs the Fund Development Committee, attends board meetings as needed, and has a strong role in strategic planning and agency development. The position calls for a team player with strong organizational and communication skills, personal initiative and creativity, respect for those who donate their time, empathy and respect for those receiving services, and a deep commitment to the mission and goals of CdP. It involves planning, organizing, staffing, leading, controlling, evaluating and reporting upon resource development and activities and communicating about the mission of the organization with clients, volunteers, program partners, funders, and the public.

The Director of Resources and Communication will develop and implement essential fundraising and volunteer support systems by:

Creating a resource development strategy for the agency to match its annual expenditure budget: Develop, in collaboration with the Development Committee and the Executive Director, an annual Resource Development Plan which details the strategies to generate donations and the expected level of fundraising from different sectors of the community.

Implementing the Resource Development Plan through, among others, the following techniques

- Direct mail solicitation
- Social media outreach
- Cultivating major donors and identifying potential donors.
- Organizing events that raise revenue, increase awareness, and provide opportunities for advocacy and volunteerism
- Increasing the involvement and contributions from civic groups, religious groups and businesses
- Development of a planned giving strategy

- Implementing ongoing donor recognition activities
- Assisting others in their efforts to conduct fundraising activities for CdP
- Encouraging the participation of Board members in fund development and donor recognition.
- Collaborating closely with the Grants Committee of the Board to assure consistency and prevent duplication of effort between private fundraising and grant writing activities.

Oversee and supervise the Volunteer Program; to assure that this resource continues to support the agency, and that volunteers continue to be provided with a rewarding experience at CdP. Supervise the Volunteer Coordinator to assure that volunteer recruitment, training, communication and trouble-shooting, volunteer tracking and data base management and volunteer recognition are provided in a manner that continues to provide a well-trained team of volunteers.

Serve as point person for agency marketing, media outreach, and social media. Assisting the Executive Director in the development of an annual marketing plan. Produce press releases and media packets, create a consistent presence on social media outlets, respond to requests for comments from the media, develop relationships with media representatives.

Provide staff oversight to the Resources and Communications Department

- Recruit, screen, and interview well-qualified program staff as openings occur, and refer them to the Executive Director for hiring.
- Ensure all staff members supervised by this position receive orientation, updated and accurate position descriptions, appropriate training for their positions, constructive supervision, and annual performance evaluations in accordance with the CdP Personnel Policies.

Monitor and report on development activities

- Track financial contributions, assuring accurate reporting and retrieval of donor data
- Monitor the results of the Resource Development Plan and create a monthly status report for the Board of Directors.
- Produce a yearly report to the Board of Directors and use feedback to adjust the plan for the following year.

Note: this job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization

Minimum qualifications: Two-years higher education, strong communication skills, experience working with volunteers, experience raising money for a non-profit organization, public speaking experience, strong computer skills, and a commitment to the mission of Casa de Peregrinos.

Casa de Peregrinos provides equality of opportunity for all persons with respect to hiring without discrimination on the grounds of race, color, religion, national origin, sex, pregnancy, age, disability, veteran status, sexual orientation or gender identity. All employment will be decided based on qualifications, merit and business need. If you need assistance or an accommodation due to a disability, you may contact us for support at: lo.alba.jr@gmail.com. At Casa de Peregrinos, we celebrate our diversity. Casa de Peregrinos is proud to be an equal opportunity workplace.