



Casa de Peregrinos

Food for today...hope for tomorrow

Casa de Peregrinos Position Description: Director of Development

Job Title: Director of Development
Location: CdP Central Pantry, 999 W. Amador, Building 1
FLSA Status: Exempt
Hours per week: Full-time

Overview:

Casa de Peregrinos (CdP) is an emergency food program providing supplemental groceries to individuals and families at risk of hunger in Las Cruces and Doña Ana County. It is the largest food pantry in Southern New Mexico, distributing over 7 million pounds of food to 40,000 individuals in its most recent fiscal year. The Director of Development is a senior manager at CdP, reporting to the Executive Director. He/she is charged with assuring that the necessary financial and volunteer resources are available for CdP's programs. He/she serves as a member of the management team, staffs the Resource and Communications Committee of the Board, and has a strong role in strategic planning and agency development.

Characteristics of the ideal candidate:

The ideal candidate must have strong organizational capabilities, 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. He/she must maintain a professional and courteous manner in all instances. This position is responsible for raising over \$1 million dollars per year and coordinating a volunteer program that produces over 22,000 hours to support CdP. As CdP is on a growth trajectory, with two new pantries opening in 2026-7, these numbers are expected to increase every year.

The job requires a high-energy candidate who can work under pressure, can address and prioritize multiple deadlines, and has excellent communication skills. The ideal candidate must be eager to enhance his/her skills by engaging in continuous learning activities with both classes and engagement with others who are experienced in CdP's fundraising history. It is imperative that this individual understand the importance of close collaboration between the fundraising program and all departments of CdP and is in constant communication with the Executive Director. He/she must have excellent planning skills, the ability to supervise, delegate, and evaluate programs. It requires an individual who is anxious to reach out about the mission of the organization to clients, volunteers, program partners, funders, and the public, and who has no qualms about asking for money face-to-face from businesses, organizations, and individuals.



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Responsibilities:

Secure the financial support sufficient to meet CdP's program costs:

- Develop, in collaboration with the Resources and Communications Committee, the Grants Committee, and the Executive Director, an annual Resource Development Plan that details how funds will be raised to cover CdP's expenses.
- Implement the Plan through the following techniques (among others).
 - Events to raise revenue and provide opportunities for advocacy and volunteerism
 - Direct mail solicitation
 - One-on-one solicitations to businesses, organizations, and individuals
 - Social media outreach
 - Planned giving
 - Matching gifts

Oversee and supervise the Volunteer Program:

- Assure that this resource continues to support the agency, and that volunteers continue to be provided with a rewarding experience at CdP.
- Coordinate with CdP's program managers to ensure that volunteer needs are understood and met.
- Supervise the Volunteer Coordinator to ensure that volunteer recruitment, training, communication, troubleshooting, tracking, database management, and volunteer recognition are provided in a manner that provides a well-trained and adequate team of volunteers

Serve as the point person for agency marketing, media outreach, and social media.

- **Maintain a consistent and positive public presence** by assisting, coordinating, and collaborating with the Executive Director to regularly issue press releases, media advisories, and story pitches; respond promptly to media requests; and cultivate strong, ongoing relationships with local and regional media outlets.
- **Regularly utilize agency events** and activities as opportunities to reach out to the media to proactively generate visibility and storytelling opportunities.
- **Oversee CdP's digital presence**, ensuring the website and all social media channels reflect accurate, timely, mission-aligned content that drives advocacy, volunteerism, and donor engagement.
- Assist the Executive Director in the development of an annual marketing plan for purchased media.
- **Develop and implement a cohesive brand strategy**, ensuring consistent messaging, visuals, and tone across all communication platforms, printed materials, and public presentations.
- **Manage design/production** of collateral materials (annual reports, newsletters, campaign materials, brochures, event collateral)



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- **Create and manage an annual communications and marketing calendar**, including editorial planning, campaign timelines, storytelling goals, and donor-focused content.
- **Coordinate crisis communications** by preparing talking points, press guidance, and internal communication.
- **Monitor and analyze communication metrics** (website traffic, social engagement, press reach, etc.) to guide continuous improvement
- Must be comfortable speaking to media networks and being on camera.

Manage and direct the staff in the Resource Development and Communications Department

- Ensure all staff 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.
- Ensure all staff supervised by this position are compliant with the CdP Personnel Policies and are accomplishing the responsibilities of their positions, taking corrective action as necessary.
- As position vacancies occur, recruit, screen, and interview applicants and make hiring recommendations to the Executive Director

Collaborate with and involve other interested parties in the fund development efforts

- Serve as a member of the Resource and Communications Committee of the Board, and coordinate their activities, drawing upon their expertise to enhance fundraising efforts
- Coordinate with the Grants Committee to assure consistent messaging and avoid duplication
- Involve the Board of Directors as participants in all fund development efforts.
- Coordinate with members of the public wanting to support CdP with fundraising initiatives.

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.

Minimum qualifications:

- Two years of higher education, Bachelor's degree preferred
- Spanish language proficiency preferred
- 1 to 3 years of minimum experience in fundraising or nonprofit development, including major gift fundraising
- Experience managing staff and volunteers.
- Experience in marketing, public relations, or digital communications.
- Valid driver's license and willingness and ability to travel.
- Availability to work occasional evenings and weekends



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Note: this job description is not all-inclusive. The employee may perform other related duties to meet the ongoing needs of the organization.

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 ana.r@cdp-inc.org. At Casa de Peregrinos, we celebrate our diversity. Casa de Peregrinos is proud to be an equal opportunity workplace.

1/5/2026