



Position Title: External Relations Director
Position Type: Regular, Full time
Salary: \$79,920 - \$108,000 commensurate with experience
Pay Frequency: Annual

A. POSITION PURPOSE

The purpose of the External Relations Director position is to create and implement resource development strategies to achieve specific fundraising goals and to enhance and expand NCIP's communications strategies.

NCIP's mission is to promote a fair, effective and compassionate criminal justice system and to protect the rights of the innocent. The External Relations Director is a full-time exempt position that reports to the Associate Director. This position will work closely with NCIP's Associate Director and Executive Director to increase NCIP's visibility to external constituents in order to increase its capacity to raise money, expand its funding base, reach new constituencies, and identify and engage additional partners in the community. Responsibilities include design and implementation of effective fundraising program including stewardship of major donors, planning annual development events, and creating and implementing external strategic communications strategy. This position also helps strengthen and expand NCIP's communications and visibility in the community with a goal to develop awareness of NCIP's work. The External Relations Director is a member of NCIP's senior leadership and works closely with the Associate Director and Executive Director to achieve fundraising goals and set programmatic priorities for the organization.

B. ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Manage Development and Donor Relations

- Design and implement an effective fundraising program, achieving annual revenue targets to be set annually with Associate Director and Executive Director
- Coordinate NCIP's major fundraising campaigns and events with appropriate NCIP staff, external consultants and Santa Clara University (SCU) Law Development Office, including but not limited to the annual end-of-year campaign, the Justice for All Awards Gala, Wrongful Conviction Day, Giving Tuesday and other fundraising opportunities
- Create and implement strategy to solicit corporate partner support, including but not limited to high tech companies, sports teams, and corporations
- Successfully meet metrics for designated number of face-to-face meetings with major donors and prospects as developed with Associate Director and Executive Director
- Work with Associate Director and University Relations to research donors and foundations to determine capacity and interest areas
- Produce well-written, accurate and timely donor follow-up and related correspondence such as comprehensive proposals, related budgets, contact reports, cover and thank you letters, emails, reports and briefings in support of cultivating, soliciting and stewarding donors

- Create special donor engagement events for donors and potential donors to interact on a regular basis with NCIP including but not limited to house parties, small dinners hosted by key supporters, breakfast briefings, lectures and talks, and other special events
- Analyze donor metrics as determined by Associate Director, Executive Director, and External Relations Director at the end of the fiscal year
- Plan and coordinate volunteer program and volunteer appreciation events

2. Develop and Implement Effective External Communications Strategy

- Strengthen communications with NCIP supporters including community partners, newsletter subscribers, donors, NCIP alumni and social media followers
- Assist with ongoing communications with media outlets
- Work with the Executive Director and other staff as assigned, in the development, distribution, and maintenance of all print and electronic collateral including but not limited to, press releases, op-eds, brochures, annual report, e-newsletters, and email announcements
- Coordinate NCIP website maintenance and ensure new and consistent information, stories, and events are updated as appropriate
- Work with Policy Liaison to ensure that policy priorities are communicated clearly and effectively
- Develop social media strategy and oversee regular updating of social media content

C. PROVIDES WORK DIRECTION

The External Relations Director provides work direction to the Communications Associate.

D. RECEIVES WORK DIRECTION FROM

Receives work direction from NCIP's Associate Director and Executive Director.

E. GENERAL GUIDELINES

1. Recommends initiatives and implements changes to improve quality and services.
2. Identifies and determines cause of problems; develops and presents recommendations for improvement of established processes and practices.
3. Maintains contact with customers and solicits feedback for improved services.
4. Maximizes productivity through use of appropriate tools; planned training and performance initiatives.
5. Researches and develops resources that create timely and efficient workflow.
6. Prepares progress reports; informs supervisor of project status; and deviation from goals. Ensures completeness, accuracy and timeliness of all operational functions.
7. Prepares and submits reports as requested and required.
8. Develops and implements guidelines to support the functions of the unit.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The items below are representative of the knowledge, skills, abilities, education, and experience required or preferred.

F. QUALIFICATIONS

1. Knowledge, Skills and Abilities

KNOWLEDGE

- Direct knowledge of fundraising and development platforms
- Direct knowledge of successful fundraising best practices
- Direct knowledge of website platforms including Wordpress
- Strong knowledge of donor management systems with capacity to use effectively
- Understanding of criminal justice issues and particularly, wrongful conviction, a plus

SKILLS

- Proven experience in designing and implementing fund development campaigns
- Proven experience in donor solicitation and stewardship
- Strong analytical skills, specific to donor analysis and prospecting
- Exceptional English writing skills
- Mastery of Microsoft Office Suite skills
- Must be a goal oriented and self-motivated person who can demonstrate accountability, initiative, creativity and focus in an intellectually stimulating environment
- Demonstrate strong interpersonal skills and the ability to collaborate, build alliances, and achieve results within a population that may possess competing interests, opinions and/or expectations
- Demonstrate strong active listening skills and ability to negotiate positive outcomes
- Possess a positive attitude, sense of humor and flexibility
- Required to have a valid driver's license and personal transportation vehicle available for frequent travel to business meetings (mileage is reimbursed).

ABILITIES

- Strong organizational skills, including a well-developed attention to detail and follow-through
- Demonstrated ability to prioritize tasks, work well under pressure, and meet deadlines in a fast-paced environment
- Ability to plan, organize and manage multiple projects at a time
- Flexible and creative problem-solver, possessing strong critical thinking skills
- Ability to work comfortably and communicate effectively with a wide range of stakeholders including, but not limited to, top business executives, community leaders, professional staff, student volunteers and working committees of the NCIP Advisory Board as well as Santa Clara University Law School development officers
- Ability to plan, organize, and evaluate outcomes
- Demonstrated ability develop and implement effective press/media strategy
- Collaborative team-player but can take initiative, work independently, exercise good judgment, and make decisions based on established procedures
- Flexible and creative problem-solver, possessing critical thinking skills
- Strong interpersonal and organizational skills; must have an approachable and collaborative personal style
- Appreciation for and understanding of the principles of Jesuit education and commitment to NCIP's mission and goals
- Respectful of all people regardless of socioeconomic background, race, culture, religion, sexual orientation, disability, gender or gender identity
- Flexible work hours, ability to work some evenings and weekends

2. Education and/or Experience

- Bachelor's degree with minimum four to five years of progressively responsible experience in the areas listed above which may be substituted for an advanced degree.
- Experience overseeing design and production of print materials and publications.
- Experience in developing and implementing successful fundraising campaigns.

Preferred:

- Understanding of criminal justice issues and particularly, wrongful conviction, a plus

F. PHYSICAL DEMANDS

The physical demands described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. In accordance with the Americans with Disabilities Act, as amended, the California Fair Employment & Housing Act, and all other applicable laws, SCU provides reasonable accommodations for qualified persons with disabilities. A qualified individual is a person who meets skill, experience, education, or other requirements of the position, and who can perform the essential functions of the position with or without reasonable accommodation.

- Considerable time is spent at a desk using a computer terminal.
- May be required to travel to other buildings on the campus.
- May be required to attend conference, training sessions or meetings within Bay Area or in- or out-of-state locations.
- May be required to occasionally travel to outside customers, vendors or suppliers.

H. WORK ENVIRONMENT

The work environment characteristics described below are representative of those an employee encounters while performing the essential functions of this job.

- Typical office and computer lab environment.
- Mostly indoor office environment with windows.
- Offices with equipment noise.
- Offices with frequent interruptions.

I. EEO STATEMENT

Equal Opportunity/Notice of Nondiscrimination

Santa Clara University is an equal opportunity/equal access/affirmative action employer fully committed to achieving a diverse workforce and complies with all Federal and California State laws, regulations, and executive orders regarding non-discrimination and affirmative action. Applications from members of historically underrepresented groups are especially encouraged. For a complete copy of Santa Clara University's equal opportunity and nondiscrimination policies, see <https://www.scu.edu/title-ix/policies-reports/>

Title IX of the Education Amendments of 1972

Santa Clara University does not discriminate in its employment practices or in its educational programs or activities on the basis of sex/gender, and prohibits retaliation against any person opposing discrimination or participating in any discrimination investigation or complaint process internally or externally. The Title IX Coordinator and Section 504 and ADA Coordinator is Jenna Elliott, Interim Director of Equal Opportunity and Title IX, 408-551-3043, jrelliot@scu.edu, www.scu.edu/title-ix. Inquiries can also be made to the Assistant Secretary of Education within the Office for Civil Rights (OCR).

Clery Notice of Availability

Santa Clara University annually collects information about campus crimes and other reportable incidents in accordance with the federal Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act. To view the Santa Clara University report, please go to the Campus Safety Services [website](#). To request a paper copy please call Campus Safety at (408) 554-4441. The report includes the type of crime, venue, and number of occurrences.

Americans with Disabilities Act

Santa Clara University affirms its' commitment to employ qualified individuals with disabilities within the workplace and to comply with the Americans with Disability Act. All applicants desiring an accommodation should contact the Department of Human Resources, and 408-554-5750 and request to speak to Indu Ahluwalia by phone at 408-554-5750 or by email at iahluwalia@scu.edu.

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