

Manager/Director of Development and Outreach

(title and salary dependant on experience)

About CalHDF

The California Housing Defense Fund's core mission is to make lasting impacts to improve the affordability and accessibility of housing to current and future Californians, especially low- and moderate-income people and communities of color. We use legal advocacy and education to ensure all cities comply with their own zoning and state housing laws and do their part to help solve the state's housing shortage. We work with homeowners, small developers, and city and state government officials, providing free legal aid, education and workshops, counseling and advocacy, and pursuing housing impact litigation.

About the Position

Reporting to and in partnership with the Executive Director, the Manager/Director of Development and Outreach will spearhead development and outreach efforts as CalHDF continues to grow. This position leads traditional fundraising activities, as well as broader communications campaigns designed to increase the appeal and presence of CalHDF among donors, prospects, volunteers, the general public, and the press. Among its fundraising duties, this role is responsible for planning, organizing, and directing all of CalHDF's fundraising including grant funding, major gifts, funder and donor relations and management, membership programming, planned giving, special events, and other campaigns.

The Manager/Director of Development and Outreach works closely with the Executive Director in all development and fundraising endeavors and is supported by and manages the Marketing and Communications Intern.

This position is normally located in Oakland, CA, but is currently a remote position with a preference for those in the SF Bay Area and California generally or those with specific knowledge and/or experience with California housing, with one or two required in-person events per year.

Job Responsibilities

Development and Fundraising

- In close partnership with the Executive Director, develop and enact a fundraising plan with clearly defined outcomes, activities and responsibilities, designed to meet annual and multi-year revenue targets.
- Build clear plans for stewarding, retaining, and increasing support from existing institutional and large donors, as well as identifying and cultivating prospective donors, leveraging the Executive Director and board members where they can add the most value.
- Create a vision and strategy for individual giving, including creative ways to deepen engagement of monthly and annual supporters through thoughtful relationship building and stewardship.
- Research and identify new prospects to grow the funding pipeline.
- Ensure strong development operations inclusive of processes for data entry and management, gift processing and acknowledgement, proposal writing and reporting, and optimized usage of the Net Suite CRM database.
- Manage foundation relations and strategy, and assure the timely submission of letters of inquiry, grant proposals, and grant reports.
- Oversee donor management and recognition systems to ensure proper accountability to CCA supporters.
- Direct the annual end-of-year fundraising program, including mailings, digital outreach, and the annual gala event.
- Oversee creation of publications to support fundraising activities.

Outreach and Communications

- Develop and execute on posting blog material, action alerts, social media activity, and website updates to ensure the consistent and effective application of the CalHDF brand.
- Strategize, develop, and execute multi-channel earned-media strategies around major litigation milestones leveraging CalHDF outreach channels and new and existing press connections
- Build out a development communications calendar and produce public- and donor-facing communications, pitch decks, reports, written appeals, and other materials. Leverage data, impact stories, and insights on California housing and equity issues in communications.
- Attend and speak at events that include current and prospective event sponsors, donors, and other supporters.
- In partnership with the Executive Director and Director of Enforcement, develop educational content for public consumption.

Additional Duties

- Act as advisor to the Executive Director on the growth and development of the organization, including hiring plans and budget forecasting.

- Communicating with the board of directors as related to regular duties as needed.
- Other related duties as requested.

Skills and Experience

- Commitment to social, economic, and racial equity and to developing housing abundance in California
- Prior direct work or knowledge of the California housing-development environment
- Strong project management capacity and ability to manage several significant projects simultaneously
- At least 2 years experience in fundraising, major gift and grant work highly desirable
- High school diploma or equivalent, bachelor's degree preferred, master's highly desirable.
- Experience and proficiency with our online tools or similar applications: Google Suite, Canva, Wordpress + Divi, Donorbox, Little Greenlight
- Strong communication skills, including an ability to write and talk about complex subjects in a way that is understandable to non-expert audiences
- Ability to understand and communicate the relevance of CalHDF work within a changing state and national context
- Ability to digest complex policy issues and translate them into multiple products and for multiple audiences
- Able to collaborate with other staff to coordinate and contribute to projects and relationships that connect to broader organizational efforts
- Ability to think strategically
- Self-motivation and ability to work independently and collaboratively as needed
- Flexibility to work in a fast-paced environment with a small staff where everyone pitches in what they can, when they can.
- Supervisory/management skills/experience preferred

Salary/Benefits

- Title and salary dependant on experience, with compensation starting at \$75,000 commensurate with experience and other qualifications.
- All employees receive the following benefits:
 - 20 days holiday time, annual
 - Employer-covered Kaiser healthcare
 - Vision and Dental
 - Flexible and unlimited remote work options
 - A strong feeling of camaraderie as we punch far above our belt while working to end housing scarcity in California.

California Housing Defense Fund is an affirmative action/equal opportunity employer. Black, Indigenous, People of Color, LGBTQ+ candidates, people of all gender identities, and persons with disabilities are encouraged to apply.

To apply, please send a resume and cover letter to the CalHDF Team at hi@calhdf.org with “*First Name* *Last Name* - Dir/Mgr of Development and Outreach” as your subject line. In your cover letter, in addition to your relevant experience and qualifications, be sure to address what makes you passionate about housing.

We are very motivated to fill this position and applications will be reviewed as they are received. Position open until filled.