



**SEARCH FOR THE
CHIEF ADVANCEMENT AND MARKETING OFFICER**
New Orleans, Louisiana

THE SEARCH

The Louisiana SPCA (LASPCA) seeks a strategic and seasoned professional to serve as the organization's Chief Advancement and Marketing Officer. This senior leader will play a pivotal role in securing financial resources and advancing marketing and communications strategies to support LASPCA's mission, programs, and initiatives and ensure the organization's continued growth and impact.

LASPCA's Chief Advancement and Marketing Officer will serve as a member of the organization's senior leadership team and will manage a team of development and communications professionals. The Chief Advancement and Marketing Officer will direct and oversee the full scope of LASPCA's development functions, inclusive of major giving, corporate and foundation giving, direct mail and annual giving, planned giving, special events, and advancement services; this individual will also play a critical role in the planning and execution of LASPCA's anticipated capital campaign. In addition, the Chief Advancement and Marketing Officer will develop marketing and communication strategies which highlight the organization's mission, generate revenue for LASPCA's clinical services via client retention and acquisition, and increase awareness and engagement with LASPCA's programs.

The ideal candidate will be a strategic, results-driven leader with proven success in scaling philanthropic revenue, elevating organizational visibility, and empowering staff teams to exceed ambitious fundraising and communications goals.

THE ORGANIZATION

LASPCA is a 501(c)(3) nonprofit organization dedicated to promoting, protecting, and advancing the well-being of Louisiana's companion animals. With programs that range from humane pet adoption to animal rescue to low-cost veterinary services, LASPCA is the oldest and most comprehensive animal welfare organization in the state of Louisiana. Annually, LASPCA impacts more than 73,000 homeless and companion animals.

LASPCA is not affiliated with any other SPCA or Humane Society, locally or nationally, and operates and raises all funds independently. For more information, visit the [LASPCA website](#).

THE ROLE

Essential responsibilities for the Chief Advancement and Marketing Officer will include:

Fundraising and Development

- Craft and execute a comprehensive development plan for LASPCA which incorporates strategies for major giving, corporate and foundation giving, direct mail and annual giving, planned giving, and special events, with an initial target of raising \$2.5M annually.
- Personally manage a portfolio of five- to seven-figure gift prospects; maintain strong relationships with individual, corporate, and foundation donors; ensure meaningful donor stewardship.
- Build and sustain a robust donor pipeline to fuel long-term growth; oversee ongoing prospect research efforts.
- Once launched, provide leadership for LASPCA's next capital campaign effort, ensuring strategy, execution, and donor engagement align with organizational goals.
- Establish performance measures and monitor results to evaluate the effectiveness of LASPCA's fundraising program.

Marketing and Communications

- Lead all marketing and communications functions for LASPCA, inclusive of digital strategy, public relations, social media, events, creative, and vendor management.
- Develop and execute integrated marketing and public relations strategies that elevate LASPCA's mission, programs, and fundraising efforts; ensure cohesive messaging across platforms.
- Mobilize supporters, amplify mission impact, and strengthen community partnerships through storytelling and campaigns.
- Establish KPIs, track outcomes, and continuously refine marketing and communications strategies to maximize reach, engagement, and revenue.

Executive Leadership and Team Management

- Manage and mentor a team of high-performing staff members.
- Serve as the liaison between the Chief Executive Officer and the LASPCA Board of Directors related to all advancement and marketing activities.
- Oversee budgeting, forecasting, and reporting for the development and marketing teams.
- Represent LASPCA at public events and forums to help grow the organization's visibility and influence.

THE CANDIDATE

The most competitive contenders for the Chief Advancement and Marketing Officer role will possess a solid combination of the following traits and experiences:

- At least ten (10) years of progressive experience in fundraising, with demonstrated success in personally soliciting and closing major and lead gifts.
- Knowledge of, and experience in, all facets of nonprofit fundraising. Experience managing and/or interacting with capital campaigns is essential; experience with direct mail programs is additive.
- At least three (3) years of direct experience related to strategic communications and marketing.
- A track record of success in managing staff teams.
- Strong collaborator with the interest in, and ability to, build relationships with internal and external stakeholders.
- Proficiency with both development and marketing/communications applications and tools, digital marketing, CRMs and donor management systems. Experience with Raiser's Edge and/or Salesforce is desired.
- Ability to interpret data and analytics, present findings, and use data to chart future strategies.
- A Bachelor's degree is required.

SALARY, LOCATION, AND BENEFITS

Salary for the role is commensurate with experience; the salary range begins at \$130,000. The Chief Advancement and Marketing Officer must be located in, or willing to relocate to, the Greater New Orleans area.

LASPCA offers a competitive benefits package which includes, but is not limited to, health insurance; life insurance; 401K match; qualification and assistance for Public Service Loan Forgiveness; 208 hours paid time off (PTO), prorated based on hire date; nine (9) paid holidays with two (2) additional floating holidays; mentorship opportunities; and a supportive team environment.

TO APPLY

LASPCA is partnering with Brinkley Serkedakis and Yvette Jones to identify the organization's next Chief Advancement and Marketing Officer. Applications, including a resume and cover letter, should be submitted via <https://recruiting.paylocity.com/Recruiting/Jobs/Details/3021340>. No calls, please.