



## Vice President of Development and Communications

### **JOB SUMMARY**

The Vice President of Development & Communications (VPDC) is an integral member of the executive management team, who ensures that Lighthouse Louisiana has a comprehensive fundraising and communications strategy to position the organization as an essential community resource and a meaningful investment for potential funders.

The VPDC is an ambassador who strategically tells the Lighthouse story to key stakeholders and the media to drive awareness, while building donor support. The VPDC oversees all communications activities that enhance the organization's brand reputation and is responsible for implementing a broad range of public relations activities related to the strategic direction and positioning of the organization to further its mission. The VPDC reports to the President & CEO and collaborates with all Lighthouse employees to ensure the internal and external integrity of the brand.

### **JOB RESPONSIBILITIES**

The Vice President of Development & Communications will be responsible for the following core job duties:

#### Fundraising

- Provide leadership, strategy, planning, and guidance for comprehensive fundraising efforts and day-to-day management for all development-related programs, initiatives, and events
- Design fundraising strategies that leverage the unique resources of markets in the New Orleans and Baton Rouge regions, focusing on campaigns and initiatives that align with the market resources
- Demonstrate strong, creative, energetic, and strategic leadership on all fundraising initiatives and set ambitious, but attainable, goals to increase annual funds and donor support

- Engage the Board of Directors to maximize their networks and talents to execute the fundraising strategy and drive the Lighthouse mission
- Identify, cultivate, solicit, and steward gifts from an active portfolio of key major gift prospects and grant opportunities
- Build and manage a full-scale development program, including major gifts, planned giving, foundation relations, annual giving, gift processing and acknowledgment, and special events
- Convert fundraising results and programs into tangible accomplishments to share with stakeholders

### Communications

- Ensure that Lighthouse Louisiana can communicate its message to anyone and everyone through any media source
- Create and implement an effective communication and social media plan that will help to achieve the organization's vision and strategy
- Foster innovation on the internet and social media networking tools to optimize the use of technology in growing donations and creating awareness of Lighthouse programs
- Collaborate with Lighthouse teams to create and implement marketing and public awareness initiatives for all service departments, including videos, advertising campaigns, outreach events, etc.
- Spearhead efforts to address internal and external crises management in collaboration with the executive management team and serve as the primary spokesperson for the organization when needed
- Foster robust donor engagement through routine follow-up and periodic notifications to keep donors/supporters informed about the Lighthouse

### Leadership

- Manage and nurture a strong team of development and communications professionals
- Set achievable goals for and evaluate staff, develop a strong sense of teamwork, and establish an environment of mentoring and support
- Coach the team, bring strategic focus to the department, and foster a work ethic deeply rooted in innovation and a commitment to excellence
- Acquire a deep understanding of the mission and programs of the Lighthouse to enhance donor communications and support compelling grant proposals
- Perform duties with the highest integrity and in compliance with ethical practices

- Assist the Senior Leadership Team to accomplish organizational goals

## **JOB QUALIFICATIONS & REQUIREMENTS**

- Education: Bachelor's degree in communications, business, or relevant field.
- Special Knowledge/Skills:
  - Demonstrate high standards of speaking and writing
  - Must be able to communicate complex subjects clearly
  - Strong business acumen and market awareness
  - Outstanding people skills to build and cultivate relationships
  - Excellent manager who can work under pressure
  - Good knowledge of public relations
  - Proficient computer skills using business productivity tools
  - Excellent working knowledge of diverse media platforms to advance objectives
  - Strong organizational skills and attention to detail
  - Ability to effectively manage a departmental budget.
- Experience:
  - A successful history in development with at least 5-years' experience in nonprofit fundraising in a leadership position and at least 3-years' experience managing communications strategies
  - Direct experience in managing successful major gift and planned giving programs
  - Professional fundraising certification is preferred but not required.
- Supervisory Responsibility
  - Supervise a team of support staff/consultants in New Orleans and Baton Rouge markets.

## **Compensation & Benefits**

Competitive salary and benefits package. Salary range \$90,000 - \$107,000.

## **How to Apply**

All interested candidates should apply online at: [\[link\]](#)