



Crisis House Job Description

Job title: Director of Advancement & Impact

Job location: Onsite; Santee, CA

Department: Development

Reports to: Executive Director

FLSA Status: Exempt

Salary: \$80,000-\$100,000

Summary:

A senior-level position responsible for developing and executing comprehensive strategies to significantly increase an organization's positive social impact, primarily through grant writing, donor cultivation, and strategic partnerships, while also measuring and reporting on the effectiveness of these initiatives across various programs and campaigns; essentially overseeing the organization's fundraising efforts while ensuring they align with and demonstrably contribute to the organization's overall mission and impact goals.

Supervisory Responsibilities:

None.

Essential Duties and Responsibilities

Strategic Planning:

- Develop and implement a comprehensive advancement strategy aligned with the organization's mission and goals, identifying key funder segments and potential funding sources.
- Set ambitious fundraising goals and establish metrics to measure progress and impact.
- Conduct market research to understand the philanthropic landscape and identify potential partners.

Funder Cultivation and Stewardship:

- Build and maintain relationships with major donors, foundations, corporations, and individual contributors.
- Develop engagement plans to nurture donor relationships and increase giving capacity.
- Conduct funder meetings, presentations, and site visits to effectively communicate the organization's impact and needs.



Impact Measurement and Reporting:

- Develop robust impact assessment frameworks to measure the effectiveness of programs and initiatives.
- Collect and analyze data to demonstrate the organization's positive social impact to donors and stakeholders.
- Prepare compelling reports highlighting key achievements and impact stories.

External Relations:

- Build relationships with key community leaders, partners, and stakeholders to promote the organization's mission and fundraising efforts.
- Represent the organization at conferences, events, and other public forums.
- Manage communications and branding related to advancement initiatives.

Grant writing

- Participate in strategic planning, budgeting, and development for grants. This position is responsible for all phases of grants development, evaluation, and compliance, including research, pre-award grant writing, the coordination of grant applications, post award support for grant-funded projects, managing the grant reporting process, and successfully closing out grant projects with final budget and report outcomes to stakeholders.
- Actively research and pursue prospective public and private funding sources, while developing relationships with potential funders. This position will coordinate with fund personnel, and other stakeholders as necessary.

Newsletter Creation & Distribution

- Develop, write, design, and oversee the distribution of regular organizational newsletters (print and digital), ensuring content is timely, mission-aligned, and tailored to donors, partners, and community stakeholders.
- Collaborate cross-departmentally to gather stories, program updates, impact data, and calls to action that highlight organizational outcomes and fundraising priorities.
- Manage newsletter calendars, distribution lists, and performance metrics (open rates, engagement, click-throughs) to continuously refine messaging and maximize reach and impact.

Social Media Strategy & Management



- Develop and execute a strategic social media presence across relevant platforms to support fundraising goals, donor engagement, brand awareness, and mission visibility.
- Create, schedule, and manage original content—including campaign promotions, impact stories, donor recognition, and organizational updates—ensuring consistency with Crisis House’s voice, values, and branding.
- Monitor social media performance, analyze engagement metrics, and adjust strategies to improve audience growth, engagement, and conversion in support of advancement initiatives.

Qualifications: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

Language Ability:

Ability to read and interpret documents such as professional journals, governmental regulations, and procedure manuals. Ability to write reports and correspondence. Ability to speak effectively before groups of clients or employees.

Math Ability:

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

Reasoning Ability:

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Computer Skills:

To perform this job successfully, an individual should know Microsoft Office (e.g. Outlook, Word, Excel, Teams), ability to learn related CRM and other fundraising software.

Education/Experience: Any combination of education, training, and experience that would likely provide the knowledge, skills, and abilities to successfully perform in the position is qualifying. A typical combination includes:

- Experience or demonstrated success in grant writing securing major federal, state, local, and foundation grants.
- Proof of completed grant writing courses or trainings
- Higher education completion is not required.
- Researched, identified, and matched grant opportunities to meet specific organizational objectives.
- Interpreted and followed grant application guidelines and requirements meticulously.
- Collaborated with various departments to gather necessary information for grant proposals.



- Drafted compelling and persuasive grant proposals, detailing the needs, objectives, budget, and anticipated outcomes.
- Submitted timely and complete grant applications, ensuring adherence to specified guidelines.
- Maintained an organized database of all grant submissions, including dates, outcomes, and feedback.
- Managed the reporting process for all awarded grants, ensuring compliance with grant terms and conditions.
- Built and nurtured relationships with foundation and corporate donors.

Knowledge, Skills, and Other Abilities:

Sufficient knowledge of case management best practices, trauma-informed care, and person-centered approaches to provide direct, ongoing support to case management staff.

- Advanced problem-solving, mediation, and conflict resolution skills.
- Ability to foster a harmonious, communicative, collaborative work environment.
- Ability to travel locally to client meetings, conferences, and training.
- Ability to complete 40-hour domestic violence training (upon hire).
- Advanced emotional intelligence as evidenced by actions, demeanor, and responses to stressful situations.
- Deep understanding of donor motivations and philanthropic trends.
- Excellent communication, interpersonal, and presentation skills.
- Strong analytical skills to measure and report on impact.

Physical Demands: The physical demands described here are representative of those that must be met to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.

While performing the duties of this job, the employee is regularly required to sit for long periods at a computer. The employee is required to walk, sit, use hands, and reach with hands and arms. The employee is required to climb, stand, stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 25 pounds.

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.

While performing the duties of this job, the employee is occasionally exposed to indoor and outdoor settings and works in close proximity to others. Employee occasionally may need to work weekends and evenings based on business needs.

Benefits: 100% paid health insurance (Dependent coverage available), Dental and vision coverage, 401k after 6 months, 13 paid holidays, 7 days of paid sick leave, 2 weeks of paid vacation, 2 wellness days.



To Apply: Are you ready to be a catalyst for change? Join us on a mission to transform lives and communities, where your skills will shape the future of Crisis House. Take the first step in making a lasting impact. Apply now to become our Care and Housing Manager and lead the charge toward a brighter future for those in crisis and in need of support. **Email a cover letter and resume to kelcie@crisishouse.org with “Director of Advancement & Impact” in the subject line.**

This job description is not meant to be a complete listing of professional duties or responsibilities. Management reserves the right to amend any job description and/or procedure herein. Management will make every effort to notify employees of said changes within a reasonable amount of time.

Crisis House is an equal opportunity employer and makes employment decisions based on merit, qualifications, and competence. Company policy prohibits unlawful discrimination based on gender, race, color, religion, creed, national origin, ancestry, citizenship, pregnancy, age, marital status, sexual orientation, medical condition, physical or mental disability, veteran status, or any other consideration made unlawful by federal, state, or local laws.

Crisis House will consider qualified applicants with a criminal history pursuant to the California Fair Chance Act. You do not need to disclose your criminal history or participate in a background check until a conditional job offer is made to you. After making a conditional offer and running a background check, if Crisis House is concerned about a conviction that is directly related to the job, you will be given the chance to explain the circumstances surrounding the conviction, provide mitigating evidence, or challenge the accuracy of the background report. Find out more about the Fair Chance Act by visiting calcivilrights.ca.gov/fair-chance-act/.