



Department: Empowerment Dept.
Status: Full Time
Supervisor: Executive Director
Approved by: Caedy Minoletti, ED

Position Title: Director of Empowerment
Mandated Reporter: No
Salary Range: DOE
Date Approved: March 14, 2022

Position Summary:

Under direction of the Executive Director, the Director of Empowerment is responsible for departmental planning for annual goals and building future sustainability. The Director of Empowerment oversees community fundraising logistics, donor data management, donor relationships, department budgets and reporting, organization of events, marketing, public relations, community outreach, prevention activities and education services.

Donor Relations & Events:

- Oversee cash receipts process.
- Supervise accurate and timely entry of all donations and donor correspondence.
- Maintain donor and community relationships through correspondence, social media, phone, events, and through personal relationship building.
- Import donor info updates into donor database.
- Analyze, review, and revise the database architecture and coding structure as needed (including campaigns, funds, appeals, attributes, etc.) to properly report and provide analysis of departmental income. Develop queries and update methods to maintain efficient reporting system.
- Maintain appropriate Payment Gateways and donor information in PCI compliance. Ensure gateways are set up properly for POS event donations, social media use, website donations, crowdfunding, recurring donations etc.
- Create Pledges and manage applied installment payments.
- Utilize both the accounting software and donor database software to facilitate balance of accounts.
- Maintain donor tracking procedure for grants.
- Plan Direct Mail Campaigns, including writing and creating Direct Mail pieces and E-newsletters, and extracting data segmentation for mailing lists, as well as planning and analyzing best targets for outcome and results – monthly giving, planned giving, general donations.
- Manage Communications Plan through Fund Development and Prevention. Maintain cohesive messaging. Plan and implement donor acquisition, cultivation, and retention through direct mail, social media, purchased media and public relations. Plan and implement services and mission messaging to provide clients and the community information through direct mail, social media, purchased media and public relations.
- Budgeting - Project Fund Development revenue per fiscal year. Monitor event and marketing success as pertains to budget needs and adjust plans accordingly. Oversee proper handling of revenue at events and coordinate with Finance.
- Produce revenue reports for agency goal tracking.
- Provide the Board of Directors with monthly budgets and donor reports.
- Participate in Finance Committee meetings.

Reviewed by Executive Director 03.14.2022

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- Oversee website updates for marketing of events, donor acknowledgment, and general information. Monitor website for domains, plugins and integration issues for optimal functionality and messaging.
- Apply for small grants and research and implement other income sources.
- Train staff in appropriate data entry, social media, and website procedures.
- Other duties as assigned.

Community Outreach, Prevention and Education:

- Manage Prevention and Education staff in their roles planning, training, facilitating presentations, and teaching certification courses.
- Develop and offer small group sessions based on trauma informed care for clients in or out of residence.
- Monitor website contact form submissions year-round for clients in need of services. Respond to client contacts or delegate response to appropriate advocate.
- Oversee social media marketing and information regarding services available. Respond to client contacts for services via social media.
- Act as the agency Public Information Officer in the absence of the Executive Director.
- Take crisis calls as needed.

General Functions:

- Attend and participate in staff meetings and in-service trainings, as required.
- Maintain the confidentiality of shelter location and client information.
- Maintain confidentiality of business discussed at OSP.
- Represent the Agency appropriately in both dress and manner.
- Keep accurate records of hours and submit time sheet at the end of each pay period.
- Capacity to balance and provide self-care while meeting the demands of the agency.
- Embody the agency's core values and operating principles.
- Work with the agency management team to develop overall agency sustainability.

Qualifications:

- BA degree required. Minimum three years Marketing experience preferred.
- Experience with non-profit procedures and working with Board of Directors.
- Excellent computer skills. Previous database experience, Blackbaud software and Website management experience a plus.
- Proofreading and grammar skills a must.
- Ability to work with minimum supervision and as a team member.
- Ability to maintain good rapport with Staff, Board Members, Volunteers and Donors.
- Knowledge and support of issues as described in OSP's Mission Statement.
- Maintain a working knowledge of community resources.
- Awareness of the various aspects of physical, sexual and emotional violence.
- Access to reliable transportation.
- Successful completion of One SAFE Place's 66-hour domestic violence and sexual assault Crisis Intervention Counselor training (post-hiring requirement).
- Ability to practice balance and self-care while meeting the demands of a crisis center.
- Ability to provide copy of valid California driver license, have reliable transportation, and submit current proof of vehicle insurance.
- Ability to pass a background investigation, including willingness to be fingerprinted and undergo pre-employment drug testing.

ADA Job Characteristics

Work environment is primarily in an office setting. Local travel (driving) may be required to attend off-site meetings, as needed. Lift and carry 25 lbs., extend both arms above the head and/or reach below the waist, stoop, squat, crawl, bend the back or open lower-level filing drawers, or to retrieve stored items, climb a ladder or stairs, or use an elevator. Sit frequently and/or stand when filing, using copier, etc. Use fine manipulation (hands and wrist) to operate a keyboard, take notes; utilize desk calculator, file and copy documents. Corrected vision to normal range. Speak in normal vocal tone and range and communicate clearly and concisely to others. Apply normal reasoning and detail as required in the accomplishment of job duties.

Core Competencies:

- **Mission:** Accepts and demonstrates One SAFE Place’s mission and vision is to provide intervention and safety to a community affected by domestic and sexual abuse. Our vision is a community free of domestic and sexual abuse. We will do this by committing to serve the community with Integrity, Excellence, Compassion, Teamwork, and Respect.
- **Collaboration:** Works effectively with people of different backgrounds, abilities, opinions, and perceptions. Build rapport and relates well to others. Seeks first to understand the other person’s point of view and remains calm in challenging situations. Listens for understanding and meaning; speaks and writes effectively and takes initiative to assist in developing others.
- **Operational Effectiveness:** Makes sound judgments, and transfers learning from one situation to another. Embraces new approaches and discovers ideas to create a better working environment. Establishes goals, clarifies tasks, plans work, and actively participates in meetings. Follows budgeting policies and procedures and reports all financial irregularities immediately. Strives to meet or exceed personal and agency goals.
- **Personal Growth:** Pursues self-development that enhances job performance. Demonstrates an openness to change and seeks opportunities in the change process. Accurately assesses personal feelings, strengths, and limitations, and how they impact relationships. Has functional and technical knowledge and skills required to perform well; uses best practices and demonstrates up-to-date knowledge and skills in technology.

Please note that One SAFE Place serves survivors of all genders. If you are also a survivor, we trust that you are in a place of personal healing where you can remain client-focused and manage personal challenges that may arise. Staff are always encouraged to check in with a supervisor or the agency sponsored Employee Assistance Program as needed for additional support.

**One Safe Place is an At-Will Employer
One Safe Place is an Equal Opportunity Employer**

Signature: _____ Date: _____