

**Pets In Need
Director of Development & Communications**

Pets In Need seeks a senior fundraising and communications professional to partner with the CEO and Board to develop the strategy and grow capacity for proactive, increased and sustained contributed revenue.

For nearly 60 years, [Pets In Need](#) (PIN) has provided animals with loving care and lasting homes; partnered with communities striving to do the same; and advanced no-kill policies. This is accomplished by transferring cats, dogs and some other small animals from public shelters - where they are in danger of being euthanized due to space or financial limitations - to PIN facilities in Palo Alto and Redwood City. There they are given necessary medical care, spayed/neutered, micro-chipped and vaccinated by compassionate staff and volunteers working tirelessly to ensure that these prospective pets are healthy, safe and ready for their forever home. Additionally, Pets in Need is dedicated to expand and amplify its inclusive Access to Care model to keep animals in homes, with their loving families for life.

PIN has an annual operating budget of \$6M, and in fiscal year 2022, received approximately \$4.2M from contributed revenue (\$1.7M individuals, corporations & foundations; \$2.5M bequests). There is a \$10M endowment. Pets In Need has a staff of 44 including a dynamic new CEO beginning March 2023. The organization has a very good reputation, and donors have shown a strong and sustained philanthropic commitment over the last several years. PIN is exceptionally well-positioned among donors interested in animal welfare organizations as it competes for major gift funding.

THE POSITION

The search for the Director of Development & Communications (DoDC) is a result of PIN's commitment to invest in resources that elevate leadership and increase capacity. As a member of the senior leadership team, the DoDC reports to the CEO and will have the resources to build a lean but scalable Development and Communications team. The DoDC will work closely with the CEO and Board on strategy and in their fundraising efforts and will bring expertise, best practices and inspiring leadership to PIN.

In collaboration with the CEO and Board, the DoDC will create a fund development strategy that includes donor segmentation, processes for moves management, objectives for individual and institutional fundraising, events and planned giving, and related success metrics. The DoDC has direct oversight for contributed revenue and will place emphasis on the identification, cultivation and stewardship of new and existing donors/philanthropists, corporations and foundations. The DoDC will be a hands-on, fearless, energetic fundraiser who will spend time in the community developing strategically important relationships. They will also provide inspiring, transparent leadership and management to the Development and Communications staff, thus ensuring the team is focused, results-driven and accountable.

In the first six months, the Director of Development and Communications' immediate priorities are to:

- Immediately assess the current status of ongoing fundraising efforts and provide support for those efforts as needed; assume a hands-on leadership role in the identification, cultivation and solicitation of major gifts and corporate funders.
- Establish a 2023 communications plan to advance the mission and development needs of the organization.

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- Thoroughly understand Pets In Need and its history, culture, programs, personalities and constituencies; understand its base of financial support and the short- and long-term funding requirements of all segments of the organization.
- Develop strong relationships with the CEO, Board Chair, Chairs of the Development & Marketing Committees, Executive Team and the staff as a whole. Meet with key funders and others critical to individual and institutional fundraising efforts.

Ongoing responsibilities include:

- Manage and personally engage in solicitation and stewardship activities in collaboration with the CEO, Board and other staff; provide leadership and coaching to assist others in their fundraising success.
- In collaboration with the CEO and HR Director, recruit staff with appropriate balance of skills and experiences and regularly review performance; provide professional development and training opportunities to cultivate staff skills and professionalism; establish work plans, performance objectives and goals.
- In collaboration with the CEO, Director of Finance and Board, establish KPIs and processes for budget and impact projections and course correction; prepare and manage annual budget for the Development department.
- Collaborate with PIN's Director of Programs and other staff to promote PIN's education and community outreach programs and to generate support for those programs, as required.
- Collaborate with the CEO and Directors of Veterinary Medicine and Shelter Operations to envision and expand annual growth for Access to Care outreach.
- Oversee the production of fundraising and donor-cultivation events: manage all aspects including logistics; secure sponsors and community partners, develop programs and secure speakers; coordinate day-of logistics; ensure marketing for events is targeted and compelling.
- Lead staff and consultants in communications/marketing strategy and production for digital and print marketing/communications efforts including web, social, advertising, direct mail, signage, apparel, swag and other needs as applicable.
- Elevate strategy for direct marketing and outwardly facing materials; understand PIN's initiatives and develop stories/scripts on the impact of donors' gifts. Expand the public's awareness of PIN, its mission, values, outcomes and stories through consistent, effective, integrated digital and print communications; plan and execute special events that promote the organization and its mission.
- Manage the activities of the PIN Development and Marketing Committees, including organizing meetings of the Committees; use members to carry out the established fundraising and communications action plans; and identify, recruit and train new volunteer leaders.

IDEAL EXPERIENCE AND QUALIFICATIONS

The successful candidate will be an animal lover and have a passion for the Pets In Need mission with ability to compellingly articulate it. Additionally:

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- Bachelor's degree and Seven+ years of development experience in the non-profit sector; possibly a combination of education and experience.
- Substantial fundraising experience within a high-performing organization that includes a successful track record of personally raising gifts from individuals or institutional sources; demonstrated success soliciting six-figure major gifts.
- Broad-based knowledge of various development activities including: direct solicitations, online giving, social media, direct mail, proposal and grant development, planned giving, capital campaigns, event planning and management; practical experience in using data to manage the fundraising process, enhance donor cultivation and drive fundraising priorities. An understanding of Salesforce would be a plus.
- Substantial knowledge of and ability to impart development and communications effective practices; holds team and self accountable for reaching and exceeding targets.
- Demonstrated success with bold communications and marketing strategies and tactics including: short-and long-term planning, measurement and reporting; campaign and content development; audience identification and engagement; social listening.
- Experience developing qualitative and quantitative measures to track development and communications impact.
- A good listener and strategist; comfortable receiving input from many sources; and able to analyze and formulate disparate information into a sound, well-organized plan.
- Extroverted and fearless: derives energy from connecting with individuals, aligning the case for support, creating opportunities for engagement and building enthusiasm for PIN.
- Superior written and oral communication skills with exceptional attention to detail and the ability to articulate a compelling case for programs.
- Sophisticated interpersonal skills with a very good sense of humor and the flexibility and sensitivity to work with diverse personalities and situations.

The compensation range for this position is \$150,000 - \$170,000. Higher compensation will be considered based on experience. This position will be five days onsite with the potential for some evenings and weekends.

For more information please contact:

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