

Director of Advancement

CodeVA is a thought leader in the K-12 education community, developing and delivering engaging computer science content for both learners and educators. We are a growing 501(c)(3) non-profit organization based in Richmond, Virginia, committed to retaining the core values that align our work to the organization's mission. CodeVA is committed to equitably supporting learners and educators, to building sustainable and collaborative communities, and to employing creativity and problem solving to support the changing educational landscape. Our funders and partnerships include Amazon, Capital One, Google, Meta, The Commonwealth of Virginia, The National Science Foundation, and many other amazing companies, government agencies, and partners who value the need for a computer science-ready workforce.

The Director of Advancement is an externally facing position with responsibility for identifying corporate, foundation and public fundraising prospects, cultivating relationships, developing funding proposals, soliciting, and following up on all proposals in support of CodeVA's fundraising priorities. In collaboration with CodeVA Directors, the Director of Advancement will conduct the daily activities of CodeVA's development programs, organize and lead all CodeVA fundraising events, work with community partners and other stakeholders to increase organizational awareness and revenue.

Job Responsibilities

General Fundraising

- Create and implement an annual Development Plan that aligns with CodeVA's strategic goals
 - Develop and execute strategies for all fundraising initiatives
- Work with program teams (educator programs, Eureka Workshop, Curriculum, and Advocacy) to develop compelling cases for funding
- Conduct research to identify corporate and private prospects, both for the organization as a whole and for specific programs and projects that align with CodeVA's mission
- Develop and execute long-term solicitation strategies and an effective stewardship effort to maintain support from existing major donors and corporate and foundation donors
- Collaborate with the Advancement Project Manager to plan marketing programs and special events to maximize prospect/donor engagement

- Work with the Advancement Project Manager to acknowledge donors and sponsors both privately and publicly
- Serve as the primary point of contact with the Board of Directors Development Committee
 - Lead bi-monthly meetings and create meeting agendas and reports
- Participate in monthly Finance Committee meetings
- Serve as a resource for all staff regarding fundraising strategy and execution to help others develop fundraising knowledge and skills
- Oversee creation and distribution of CodeVA's Annual Report

Major Gifts

- Research and select major gift prospects for cultivation and build relationships with major donor prospects
- Solicit donations from major gift donors
- Design and implement an effective major gift donor stewardship program

Corporate and Foundation Relations

- Oversee prospecting and stewardship of regional and national corporate and foundation donors. Develop and maintain these relationships
- Maintain a grant calendar, effectively communicating and managing deadlines
- Write grant proposals
- Complete and submit interim and final reports on grants
- Create and present corporate sponsorship proposals
- Solicit and track in-kind contributions from corporate donors
- Meet annual targets for cash and in-kind contributions from these corporate and other institutional sources
- Collaborate with corporate contacts to create new and creative modes of partnership
- Lead monthly check-in meetings with Amazon and bi-monthly or quarterly partnership meetings with other funders

Management Functions

- Oversee the development of an organizational marketing plan
- Oversee outgoing/external communications (broad outreach including CodeVA newsletter, email marketing, social media posts, and event invitations and messaging)
- Direct and supervise activities and timesheets for Advancement Team staff, including Advancement Project Manager, Marketing & Communications Manager, Volunteer Coordinator, and Graphics & Communications Coordinator
- Conduct regular check-ins with Advancement Team staff, both in-person and virtual

- Lead regular cross-departmental check-ins to coordinate activities between Advancement Team and CodeVA programs and departments, including Finance

Other Activities

- Take an active role in org-wide strategic planning, attending strategic planning sessions and weekly Leadership Team meetings
- Collaborate with Leadership Team on VDOE events, Scope of Work documents and budgets, state reports, internal policies and procedures, and other CodeVA (not Advancement-specific) needs as they arise throughout the year
- Other special projects as assigned by the Executive Director

Job Qualifications

- Bachelor's Degree, Associate's Degree or equivalent experience
- Minimum 5 years of fundraising experience, with a proven record of successful fundraising results
- Experience securing individual major gifts (of at least \$10,000) and donations/sponsorships via events
- Ability to create, manage and work within a budget
- A passion for building and stewarding relationships
- CFRE or ACFRE certification, or other fundraising/nonprofit certification is desirable, but not required
- Impeccable writing skills, with experience creating compelling and persuasive proposals
- Excellent communication skills, both written and verbal
- Exemplary organizational skills, with the ability to manage multiple tasks and competing priorities
- Strong interest in, learning about computer science and K-12 education
- Detail-oriented with strong analytical, organizational and problem-solving skills
- Ability to act with the highest level of integrity, professionalism and confidentiality
- Proficiency with Microsoft Office and Google Suite
- Strong database skills
- A strong commitment to community service, in particular through public education

Physical Qualifications

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Prolonged periods of sitting at a desk and working at a computer
- Use hands to finger, handle or feel
- Reach with hands and arms
- Occasionally stand and walk
- Occasionally lift up to 20 pounds

Benefits and Salary

Salary: \$80,000 - \$90,000

CodeVA offers a generous benefits package for full-time eligible employees, including 100% company provided health insurance base plan, with an option for employees to upgrade to a platinum plan, fully covered dental insurance, vision insurance, life insurance, accidental death and dismemberment insurance, short-term and long-term disability insurance, as well as generous holiday, sick, and vacation pay.

Equal Opportunity Employment

At CodeVA we are committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants and teammates without regard to race, color, religion, sex, pregnancy (including childbirth, lactation and related medical conditions), national origin, age, physical and mental disability, marital status, sexual orientation, gender identity, gender expression, military and veteran status, and any other characteristic protected by applicable law. CodeVA believes that diversity and inclusion among our team is critical to our success as an organization, and we seek to recruit, develop and retain the most talented people from a diverse candidate pool.

How to Apply

Submit your resume and cover letter to HR@codevirginia.org no later than Friday, February 2, 2024. Please indicate "Director of Advancement" in the subject line of your email. Evaluation of submissions will begin immediately. Please no phone calls or in-person drop-offs. Only email submissions will be reviewed.