



Children's Cancer Association  
Position & Candidate Specification  
Director of Development, PNW

April 2022

Portland, OR

[JoyRx.org](http://JoyRx.org) / [JoyRxMusic.org](http://JoyRxMusic.org)

## **Company Profile**

The Children's Cancer Association (CCA) is the only organization of its kind. Established in 1995, CCA has the focused goal of delivering JoyRx to seriously ill children and teens -- when they need more than medicine.

The organization combines energy, commitment, and vision to transform through joy, the standard of care for seriously ill children. CCA has pioneered innovative, award-winning pediatric programs of music, friendship, and nature.

The Children's Cancer Association didn't start as a chapter of a national foundation; it started with a family in Portland, Oregon who faced their own battle with serious pediatric illness more than two decades ago. From that experience came a passionate commitment and focus to deliver immediate help to kids when their need is the greatest. Over the last 26 years, CCA has grown to be one of the largest children's health organizations in the Pacific Northwest with in-hospital programming in children's hospitals and medical facilities in Oregon, as well as Austin, Texas and Boston, Massachusetts. CCA's digital programs, JoyRx Music Digital Live JoyRxMusic.org, deliver livestreaming and on-demand music medicine to kids and teens in over 21 children's hospitals.

The Children's Cancer Association has nearly 50 employees and 100 leaders, champions and ambassadors who serve in a board/advisory capacity across the nation. The company recruits talented, creative people from diverse backgrounds who are deeply committed to the culture and mission while promoting a collaborative business environment. CCA champion's a team of unique individuals to feel empowered and bring their full, authentic selves to the workplace, regardless of how one identifies.

The organization is entrepreneurial and growth minded with a commitment to innovate, strengthen capabilities, deepen service impact, leverage brand partnerships and develop social enterprise opportunities, seeding our programs in communities across the nation. Since 1995, we've raised over \$65 million and invested in measurable results, increasing the quality of life for seriously ill children. Our programs and services are made possible only by individual, corporate, and foundation support; we currently receive no state or federal funding.

Today, CCA attracts powerful strategic partners such as Gibson, Nike, Fader/cornerstone, Anomaly, NFP, Atlantic Records, iHeart Media, The Standard, and others who support CCA's initiatives delivering the healing power of JoyRx.

## **Position Profile**

The Children's Cancer Association is seeking a highly experienced leader of non-profit development functions in our Pacific Northwest Region centralized in Portland, OR, overseeing all major revenue generating activities in that area. This position is responsible for execution of local fundraising events, regional volunteer leadership relations, and managing a portfolio of donors in support of CCA's mission to position JOY as best practice at 250 children's hospitals nationwide.

This key development leader will report to and work closely with our Vice President of Development, located in Portland, Oregon. This position will also work closely with CCA's Director of Corporate Engagement, Director of Philanthropy and Sr. Events Manager.

## **Core Accountabilities**

- Drive revenue generating activities for signature CCA events and campaigns in PNW Region.
- Lead benchmarking, reporting and forecasting for assigned development activities
- Partner with Director of Philanthropy to deploy individual giving strategies and analytics for PWN donors.
- Partner with Director of Corporate Engagement to ensure all PNW-based corporate goals are achieved.
- Manage a portfolio of major and planned gift donors and prospects; develop relationships and manage all aspects of individual giving cycle, including qualification, cultivation, solicitation, and stewardship.
- Annually responsible for securing small gifts to gifts of \$100K+. This position will manage a portfolio and be responsible for personal revenue goals.
- Serve as primary lead of PNW Leadership Council, actively recruiting and stewarding members and partnering with Co-Chairs to develop and execute annual engagement strategies.
- Build and maintain high-level relationships to lead active engagement with the CCA Executive Leadership, key funders, community partners, and internal team members critical to individual and institutional fundraising efforts.
- Partner with CCA Programming to plan and execute all aspects of local events to increase revenue, brand awareness, and visibility of CCA in the PNW Region.

## **Core Competencies**

*Relationship Building:* Effective performers identify, establish, and maintain productive relationships, both internally and externally. They leverage relationships to achieve strategic goals and further CCA's mission.

*Growth Orientation:* Effective performers continually look for growth opportunities. They take action to improve things, always striving for bigger and better. They constantly think in terms of expanding fundraising opportunities, always looking for new ways and places to inspire giving.

*Strategic Thinking:* Effective performance develop and maintain long-term plans and constantly measure progress against them.

*High Standards:* Effective performers expect and deliver the highest quality work with attention to detail and ongoing commitment to excellence. They are constantly streamlining processes with determination and resilience.

*Communication:* Effective performers create an open and accessible environment that encourages flow of information and values continuous information exchange. They compose informative and convincing written communication, conveying substance and intent with accuracy.

*Business Acumen:* Effective performers understand and navigate different business situations using financial awareness, leadership skills, marketing insights and analytics to guide decisions.

*Planning and Organizing:* Effective performance prioritize multiple tasks and maximize use of available time to ensure work is accomplished efficiently and accurately.

## **Ideal Candidate Qualifications:**

Any skills gained through education, work experience (including the military) or life experience that are relevant for this position. Be sure to describe any transferable skills in your application and clearly explain how they apply to this position.

- Bachelor's degree required or equivalent combination of education and experience.
- 7-10 years of successful experience in a variety of development activities (major gift, corporate partnerships, events, foundations) with a proven track record of meeting revenue goals, and personally securing individual gifts of \$5k+ and corporate sponsorships and partnerships.
- Demonstrated success in relationship-building processes, including strategy, approach, execution, delivery, and collaboration.
- Excellent communication skills, both written and verbal; solid presentation skills; ability to influence and engage a wide range of donors and build long-term relationships

- Familiarity with CRM databases and Microsoft Office suite – knowledge of Raiser's Edge strongly preferred
- A deep and passionate commitment to CCA's mission and genuine excitement to advance CCA's vision for kids and teens through philanthropic support.
- Ability to analyze problems, identify alternative solutions, project consequences of proposed actions, and implement approved recommendations.
- Ability to develop and nurture networks to build and maintain a pipeline of prospects.
- Strong listening skills and demonstrated ability to develop and maintain effective relationships with a variety of stakeholders.
- Excellent interpersonal skills, including the ability to interact with C-level contacts.
- Ability to maintain a high level of integrity and consistent ethical judgment in all working relationships and related duties.
- Outstanding planning, organizational, and analytical skills.
- Sound judgment in problem-solving and decision-making techniques.
- Able to balance competing priorities, complex situations, and tight deadlines
- Able to work with a high level of independence

The Children's Cancer Association will consider work, volunteer, academic, and life experience as we evaluate candidates for the skills needed to be successful in this position.

### **Travel**

The Development Director, PNW will be responsible for managing current fundraising activities and launching new activities in the PNW market. Frequent local travel is required.

### **Work Environment**

CCA offers a hybrid work environment with both onsite (professional open office environment) days (Tuesday/Wednesday/Thursday) and opportunities to work remotely Mondays and Fridays.

### **Physical Demands**

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 with or without a reasonable accommodation.

Due to the nature of CCA's work with immunocompromised children, it is our responsibility to take every precaution possible to protect the health and safety of the children and families we serve. All CCA employees, regardless of work location, are required to receive COVID-19

vaccinations as recommended by the CDC, including any recommended boosters, unless a reasonable accommodation is approved.

Frequently operates a computer and other office equipment, such as a calculator, copy machine, and computer printer. This position requires the ability to perform basic math and speak, hear, write, and read English; occasionally and/or move up to 10 pounds.

### **Position Type/Expected Hours of Work**

This is a full-time exempt position. Some flexibility in hours is allowed; business hours are generally Monday through Thursday, 8:00 am – 5:30 pm and Friday 8:00 am – 12:00 pm. This position at times requires longer hours and occasional weekend work.

### **Compensation:**

CCA is a growth organization that looks for team members to grow with it. CCA offers a generous total rewards package, casual work environment and an inclusive culture. No matter the role, every CCA role shares one galvanizing message, to bring joy, comfort and inspiration to every child or teen in their moment of need.

Competitive benefit package and salary commensurate with experience, salary range is \$80,000-\$90,000 DOE.

Generous benefits, including:

- Heavily subsidized medical, vision, dental and alternative care benefits;
- PTO & nine paid holidays;
- Voluntary short- and long-term disability;
- Flexible spending plan;
- 401(k) with 3.5% CCA match;
- Paid four-week sabbatical to pursue creative talents after eight years of service;
- Subsidized on-site parking or public transportation reimbursement

### **Application Guidelines:**

Complete the [application](#) through our application portal and answer the following two questions in your cover letter:

1. Tell us how your previous work history has prepared you for this role
2. Provide salary expectations

### **General Information:**

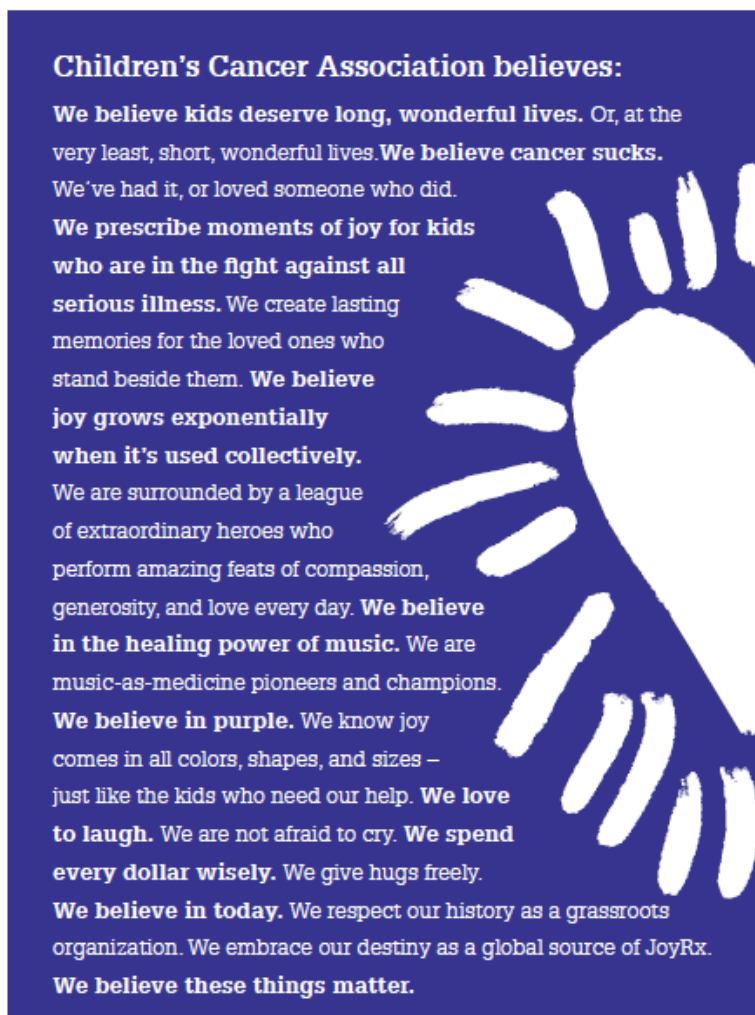
**The position is based in Portland, Oregon.** The position will be open until filled. CCA is an Equal Opportunity Employer committed to maintaining a non-discriminatory and dynamic work environment that values diversity and inclusion, respect and integrity, stakeholder focus, and innovation. AA/EOE/VETS/Disabled.

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required for the position. Job duties may change at any time with or without notice.

**To learn more about the Children's Cancer Association:** [joyrx.org](http://joyrx.org)

Watch CCA's Founder and Chief Joy Officer, Regina Ellis' TEDx Talk on the [Joy Effect](#)

**CCA's Maxims:**



**Children's Cancer Association believes:**

**We believe kids deserve long, wonderful lives.** Or, at the very least, short, wonderful lives. **We believe cancer sucks.** We've had it, or loved someone who did.

**We prescribe moments of joy for kids who are in the fight against all serious illness.** We create lasting memories for the loved ones who stand beside them. **We believe joy grows exponentially when it's used collectively.**

We are surrounded by a league of extraordinary heroes who perform amazing feats of compassion, generosity, and love every day. **We believe in the healing power of music.** We are music-as-medicine pioneers and champions.

**We believe in purple.** We know joy comes in all colors, shapes, and sizes – just like the kids who need our help. **We love to laugh.** We are not afraid to cry. **We spend every dollar wisely.** We give hugs freely.

**We believe in today.** We respect our history as a grassroots organization. We embrace our destiny as a global source of JoyRx.

**We believe these things matter.**