



Children's Cancer Association

Position & Candidate Specification

Senior Director of Development, South

November 2021

Austin, TX

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

## **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.

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, SXSW, ACL Music Festival, 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 Southern market centralized in Austin, overseeing all revenue generating activities in that area. This position is responsible for execution of local fundraising events, local corporate partnerships and sponsorships, regional volunteer leadership relations, and individual giving 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, who is located in Portland, Oregon. This position will also work closely with CCA's South Region Program Director based in Austin

## **Core Accountabilities**

- Drive revenue generating activities in Austin and the broader Southern market
- Identify and cultivate new corporate partnerships and sponsorships; managing all aspects of the sales cycle including qualification, cultivation, solicitation, and stewardship.
- Develop and lead corporate giving, signature events and individual giving strategies in Austin that mirror CCA's proven best in class approach to fundraising.
- Project manage activations for local corporate partnerships in conjunction with VP of Development, Regional Markets.
- Collaborate closely with CCA's Director of Philanthropy on individual giving strategy, execution, and data analytics.
- 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.
- Build and maintain high-level relationships to lead active engagement with the CCA Executive Leadership, key funders, regional volunteer leadership, community partners, and internal team members critical to individual and institutional fundraising efforts.
- Partner with CCA Programming to develop, plan, and execute all aspects of local events to increase revenue, brand awareness, and visibility of CCA in the emerging South market.
- Prospect, qualify, solicit and steward regional volunteer leadership members.

## **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:**

- Bachelor's degree required or equivalent combination of education and experience.
- 7-10 years of successful experience in a variety of development activities (corporate partnerships, events, major gifts, planned giving) with a proven track record of meeting revenue goals, and personally securing individual gifts of \$5k+ and corporate sponsorships and partnerships.
- Strong roots in the Austin and broader Southern market, with extensive knowledge of the local non-profit community.
- Demonstrated success in relationship-building processes, including strategy, approach, execution, delivery, and collaboration.
- Familiarity with CRM databases and Microsoft Office suite – knowledge of Raiser's Edge strongly preferred Excellent communication skills, both written and verbal; solid presentation skills; ability to influence and engage a wide range of donors, partners and build long-term relationships.

- 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

### **Travel:**

The Senior Development Director, South will be responsible for managing current fundraising activities and launching new activities in the Southern market. Frequent local travel is required, most often in Austin and Houston areas with occasional travel to CCA Headquarters in Portland, Oregon.

### **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 team member 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, ranging from \$85,000-\$100,000/year. This is a full-time exempt position, that provides generous benefits, including medical, vision, dental and alternative care benefits; PTO; ten paid holidays; group life, short- and long-term disability; flexible spending plan; cell phone reimbursement; retirement plan with CCA match; paid four-week sabbatical after eight years of service

## To Apply

Complete the [application](#) through our application portal and provide a cover letter responding to the following questions:

1. Tell us how your how your experience qualifies you for this role
2. Provide salary expectations

All inquiries will be handled confidentially. Recruiters should not contact CCA regarding this posting.

The position is based in Austin, TX and will be provided a shared co-working space. 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.

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