



Fayetteville's International Folk Festival

RECRUITMENT PROFILE

Agency Advancement Manager

Action Pathways, Inc. is pleased to announce the recruitment and selection process for Agency Advancement Manager. This brochure provides background information on Action Pathways, the position, as well as the requirements and expected qualifications for the position. Position open until filled. Interested candidates may send a cover letter, resume and three reference contacts to: personnel@actionpathways.ngo.

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Engaging communities. Empowering individuals.

OUR COMMUNITY

Fayetteville, NC, is one of the most family-friendly, patriotic, and diverse communities in America. It is the home of Fort Bragg, the Army's headquarters for Airborne and Special Operations forces; Pope Air Field; and the Army Forces Command.

The community has a rich history that goes back to 1762. Fayetteville was named after the Revolutionary War hero, Marquis de Lafayette. Historical landmarks are woven throughout the downtown shopping area, connecting the past to the present and future. The City also has significant state-wide attractions, museums, and a brand new baseball stadium housing the recently cemented Single A+ Minor League affiliate of the Houston Astros.

Fayetteville has a population of more than 210,000 residents, and is the sixth-largest city in North Carolina. The area continues to grow and was recently named "Most Innovative City" by *Governing Magazine*. With a median age of 30.7, Fayetteville is filled with the energy of young professionals and families with young children. Walk the Cape Fear River Trail or attend the annual International Folk Festival to see the spirit of our area. Conveniently located within a couple hours' drive of nationally-recognized beaches and the



Blue Ridge Mountains, residents are uniquely equipped for weekend adventures.

Cumberland County Schools is the fifth-largest school district in the state, with over 51,000 students enrolled. The area is home to Fayetteville State University, Fayetteville Technical Community College, Methodist University, Miller-Motte College, and Carolina College of Biblical Studies.

AGENCY PROFILE

Action Pathways, Inc. is a non-profit human services agency offering a comprehensive approach to helping families achieve and sustain economic security. Formed in 1964, Action Pathways is part of a national network of Community Action Programs whose promise is to change people's lives, embody the spirit of hope, and improve our communities.

In total, Action Pathways serves thirteen counties in southeastern North Carolina. Designed to tackle poverty in these communities, Action Pathways has four main focus areas: hunger, housing, education, and empowerment. Programs work together to provide skills and services necessary to ensure everyone has a path forward in life. Action Pathways administers:

- ASPIRE Self-Sufficiency (CSBG fund)
- Fayetteville-Cumberland Reentry Council
- Head Start
- Second Harvest Food Bank of Southeast North Carolina
- Weatherization Assistance Program

Action Pathways recruits and maintains a diverse and dedicated staff that is passionate about helping others help themselves. Employees receive a number of benefits to ensure their personal health and general well-being is a priority. We care about each individual and strive to provide services that will positively affect the lives of those that share their passion with our agency.

THE OPEN POSITION

The Agency Advancement Manager will lead a team of fundraising professionals to effectively position the brand of Action Pathways, its programs, and its story as a leading source of community development. This position will work closely with the

Chief Executive Officer, Chief Operating Officer, Senior Leadership, and staff in the following areas:

- Fundraising
- Donor Relations
- Special Events
- Communications and Public Relations
- Grantwriting and Management
- Social Media Management

The Agency Advancement Manager shall provide leadership and fundraising expertise for agency projects and programs that alleviate the causes and impacts of poverty in the community. The ideal candidate will be responsible for creating and implementing agency plans to develop, manage and support the Action Pathways branding and outreach efforts, to include oversight of print, social media, websites, signage, collateral and presentations. The Manager must understand, represent and advocate the agency's history, mission and vision, and fully participate in promoting its work, objectives and accomplishments.

The Manager shall work with the Director of Communications, Chief Executive Officer, Chief Operating Officer and individual programs to identify fundraising challenges and opportunities. The Manager will develop and implement strategies to meet outlined goals and fulfill responsibilities, as related but not limited to:

- Report to the CEO, and supervise up to two non-supervisory personnel;
- Develop and implement a comprehensive annual resource development plan with strategies for donors and prospects in each constituent group;
- Broaden Action Pathways' fundraising via major gifts, annual campaign, special projects, endowment programs, and planned giving;
- Research, develop and submit grant proposals for public and private foundations, corporations and government agencies, and assist staff in meeting grant acknowledgement requirements;
- Expand online giving with innovative appeals, social media campaigns and corporate matching opportunities;
- Identify and cultivate relationships with donors to fund special projects;
- Develop and maintain donor database, to include regularly exporting reports, segmenting data, and forecasting trends;
- Organize direct mail campaigns and pledge drives;
- Plan and coordinate benefit events and fund drives for special projects;
- Develop a donor recognition program;
- Collaborate with the Director of Communications to develop public relations materials to enhance the agency's image and promote fundraising initiatives;
- Perform other duties as assigned.

Challenges & Opportunities

The Agency Advancement Manager can expect to work closely with the Chief Executive Officer, Chief Operating Officer, Chief Financial Officer, Senior Leadership, major corporations, local businesses, key grantors and donors:

- As a Community Action Program, Action Pathways depends on the advocacy of individuals, groups, foundations and elected officials. The ideal candidate will discover new pipelines of support in nonprofit-rich Cumberland County and southeastern North Carolina;
- The Manager should possess the technical skills and awareness to forecast trends across the nonprofit sector and offer expertise to help program directors budget for major campaigns;
- The Manager shall possess the interpersonal skills, social capital and keen judgment necessary to work closely with foundations, endowment funds, corporations, and key individuals.



QUALIFICATIONS

- Bachelor's degree in business, economics, communication, public relations, journalism or a related field, plus five years of experience in a fundraising or database management position. Master's preferred. An equivalent combination of education and experience may be considered.
- Proven managerial and interpersonal skills to lead a dynamic team and work with diverse populations
- Possess a collaborative management style, proven analytical abilities, and strong writing and verbal skills
- High degree of accuracy, discretion and confidentiality
- Ability to work quickly with staff to quantify needs and illustrate the agency's vision while building connections with funders
- Expert with Microsoft Word and Excel

- Grant writing experience, especially proven with government funding
- Proficient experience with Raiser's Edge or similar CRM and Fundraising databases. Certified Fund Raising Executive a plus.

BENEFIT PACKAGE

Full-time exempt position. Salary is commensurate with experience.
Hiring Range: \$45,000 - \$55,000.

Employee benefits include but are not limited to:

- Dental, health, vision & life insurance
- Retirement plan
- Paid vacation, personal & sick leave
- Professional development training
- Educational financial assistance
- Short-term disability & medical leave
- Auto mileage reimbursement for official travel

AGENCY SNAPSHOT

Pictured: Counties of service

\$22 Million operating budget

285 Employees

13 Counties

10+ Million meals distributed

1,183 Head Start children enrolled

332 Weatherization projects

229 Clients served by Reentry Program

170 Families assisted by ASPIRE

