



## **Assistant Director of Community Outreach, Northern California**

### **About ALS Network**

ALS Network supports people living with amyotrophic lateral sclerosis (ALS, aka Lou Gehrig's disease) and their loved ones through services and education in 31 Counties throughout California and the entire state of Hawaii. Our mission is to discover treatments and cures for ALS, and to serve, advocate for, and empower people affected by ALS to live their lives to the fullest.

### **Position Summary**

Under the director and guidance of the Director of Community Outreach in Northern California, the Assistant Director of Community Outreach will primarily oversee fundraising and mission awareness efforts on ALS Network's signature walk events (formerly Walk to Defeat ALS, new event name pending). The Assistant Director will manage the ALS Walk program for the Northern California area of ALS Network, which includes the Silicon Valley and East Bay walk events. *The person in this position must have extensive peer-to-peer fundraising experience for events such as walks, 5Ks, rides or similar, and will ensure that the program is on track to meet its goals.* The Assistant Director will also assist the Director of Community Outreach with regional endurance and third-party fundraising events as needed and directed.

### **Position Duties and Responsibilities**

#### *Planning + Training + Management*

- In collaboration with the VP, Community Outreach, the Director of Community Outreach, and other colleagues, develop fundraising plans for the Walk program, including setting budgets and goals. Train and supervise other members of the community outreach staff, volunteers, and interns, and work to ensure that fundraising goals are met.

#### *Recruitment + Cultivation + Stewardship*

- Responsible for cultivating and stewarding relationships with key constituents in support of the Walk effort. In addition, recruit and retain Friends and Family Teams and Corporate Teams. Work closely with the team captains and participants to develop their personal and team fundraising plans by mentoring, coaching, equipping, and encouraging their fundraising efforts.

#### *Corporate Partnership*

- Lead and grow the chapter's corporate partnership initiatives in support of the Walks with the help of the Director of Community Outreach, organizational leadership, and colleagues, including prospecting, cultivation, developing custom proposals, securing commitments, stewardship, and retention.

#### *Volunteer Management*

- Lead, direct, and manage fundraising and logistics committees for the ALS Walk. Recruit, empower, and mobilize volunteers to join the Walk and other events.

### *Marketing and Communications*

- Collaborate with marketing and programs staff on all marketing and communications plans, including but not limited to participant recruitment and engagement and media relations for the ALS Walk as well as awareness events.

### *Budget Management and Strategic Planning*

- Responsible for managing ALS Walk revenue and expense budgets and ensuring targets are achieved. In addition, help in developing and implementing strategic plans for the former Walk to Defeat ALS program that will enhance revenue growth for the mission. Analyze and report on event data on a regular basis and redefine strategies as necessary.

### *Other Duties*

- Assist the Director of Community Outreach with supervision of the Community Outreach Coordinator and Community Outreach Assistant (Bay Area).
- Represent ALS Network as needed and directed at miscellaneous third-party fundraising events.
- Assist with endurance events in the Bay Area as needed and directed, especially during event weeks.
- Ensure smooth integration of ALS Network standards and guidelines.
- Attend organizational events and meetings as required.
- Attend support groups and visit multidisciplinary clinics to enhance relationships with ALS Network visibility in the field.
- Collaborate very closely with others in the Care Services and Development departments to support and grow the organization's effectiveness in fundraising and mission activities.
- Perform other duties as assigned in support of the ALS Network's mission and fundraising goals.

### **Candidate Qualifications**

- Bachelor's degree
- A minimum of three years' experience in nonprofit agency operations, specifically in walk, run and/or related fundraising events.
- A minimum of three years' experience with event production and management, volunteer development and management, public relations, donor cultivation and relations, corporate sponsor cultivation and relations.
- Marketing and communications experience considered a plus.
- Ability to manage large numbers of volunteers at different levels of expertise.
  - Cultivating volunteer and donor relationships
  - Increasing team participation
  - Training event volunteers
- Proven history of achieving revenue goals.
- Strong organizational skills.
- Able to work independently as well as part of a team in a fast-paced, deadline-oriented environment.
- Must effectively respond to constantly changing priorities and effectively respond to and proactively resolve problems, conflicts as they arise; the ability to "think on one's feet" is critically important.
- Must exercise good judgment in prioritizing the scheduling of events; must know when to seek input from supervisor.

- Able to communicate both orally and in writing in a timely and effective manner to multiple constituencies. Strong follow-up and follow-through required.
- Able to maintain a high level of integrity and confidentiality in working with sensitive, confidential records and information.
- Demonstrated proficiency with a variety of computer programs in a Windows and Google Workspace environment.
- Ability to train on and use a donor database (currently Donor Pro and Luminate Online).
- Experience using Adobe Creative Suite or similar graphics software a plus, in order to produce and/or edit program-specific materials.
- Insured driver with access to an insured vehicle, as frequent travel throughout the Bay Area will be required, along with occasional travel to the Central Valley.
- Detail-oriented, efficient, and able to multitask.

### **POLICY ON PLACEMENT AND RECRUITING**

The Batten Group and ALS Network are equal opportunity employers committed to the principles of non-discrimination in the workplace. Candidates will not be discriminated against on the basis of age, race, creed, color, religion, sex, sexual orientation, national origin, disability, marital status or any other basis that is prohibited by federal, state, or local law.

#### **Salary Range:**

\$70,000 - \$75,000

#### **To apply:**

To learn more about the Assistant Director of Development position, please contact one of The Batten Group team members below:

Jim Batten, President

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To apply directly for this position, please use the link below to be directed to the application page.

<https://thebattengroup.com/job-seekers/#!/c1d33a70-185d-475f-adae-1cbedff4e959/detail>