



Advancement Director, Charlotte Bilingual Preschool Position Description

If you are ready to make a lasting difference in a child's life, if building community awareness and long-term relationships is a priority for you, and if your career goals include helping an organization achieve dramatic growth before 2030, then Charlotte Bilingual Preschool ("CltBP") invites you to join its leadership team. CltBP is searching for an organized, innovative, results-oriented, donor-focused professional to step into the role of Advancement Director.

Organization Overview

Mission

To prepare Spanish-speaking children for success in school and life by providing superior dual language, multi-cultural early childhood education.

Enduring Vision

Charlotte-Mecklenburg is a place where differences in language and culture are mutually enriching, and all children have greater access to advantage and opportunity.

About Charlotte Bilingual Preschool

As one of the fastest emerging Latinx markets in the country, the Charlotte region has experienced significant change over the last two decades. Latinx individuals now make up nearly 15% of the Charlotte population, and that number continues to climb. Immigrants to the Charlotte region encounter many obstacles to success, which is particularly true for children entering the public-school system. Without a quality preschool education, children enter Kindergarten 12-14 months behind (and Latinx children can experience this delay *in addition to* other challenges), are half as likely to read proficiently in third grade, and are four times as likely to drop out of high school on average.

[CltBP](#) has dedicated over 20 years to providing innovative, two-generation solutions for preparing Spanish-speaking children for success. Core programs include the only 5-star licensed dual language Preschool Program in the state, Family Programs designed in partnership with families, and the national evidence-based ParentChild+ home visiting program. We also advocate for dual language learners at the local- and state-level. In 2020, we also began partnering with Read Charlotte to hire and train Family Engagement Specialists from our family community to empower other families with tools to support their children's literacy at home in a new Reading Bridge program. We work with Central Piedmont Community College and others to promote Early Childhood Education career pathways for our family members and community - and indeed, to address our own staffing requirements.

Building on this momentum, CltBP's board of directors approved an ambitious strategic plan in early 2020 that includes dramatic expansion over the next ten years to meet the needs of ten times as many children and their families annually. This plan calls for expanding reach through partnerships with other preschools, evolving the current preschool into a full-day early learning center, and developing a dual-education early learning workforce.



Position Overview

Reporting to the Executive Director, CltBP's Advancement Director will build community awareness and long-term support relationships to ensure the organization can financially serve 1,500 children in the next 9 years. You will work with CltBP team members, board, and volunteers to develop and manage cost-effective, time-efficient marketing and fund development plans that cultivate strong and meaningful relationships, engage donors and the public in CltBP's work, and inspire advocacy for our early education model. In addition, you will supervise the full-time Advancement Associate, part-time Major Gifts Officer, part-time Grants Administrator, and part-time Grants Coordinator.

Essential Responsibilities and Duties

Fundraising and Development

- In partnership with the Advancement Committee and the Advancement team, develop and execute advancement plans that build financial and community support for CltBP's early education model.
- Cultivate long-term relationships with individuals, corporations, foundations, faith, and community groups to support CltBP's early education model and generate revenue.
- Oversee and provide strategic input into grant writing, research, and reporting to funders.
- Lead monthly Development Committee meetings in partnership with the Advancement Chair.
- Manage capital campaigns in partnership with Board, Executive Director, the Advancement Team, and outside consultants.
- Ensure timely and effective use of donor and prospect data for fundraising analysis and research.
- Set up and facilitate donor meetings, both in-person and virtually.

Leadership and Outreach

- Maximize the capacity of the Advancement Team, providing regular actionable performance feedback and identifying professional development opportunities.
- Implement and update policies and procedures for consistent and successful functioning of the Advancement department.
- Effectively prepare the Executive Director and Board members for their roles in donor cultivation and stewardship.

Operations and Marketing/Communications

- Maintain accountability standards to donors and ensure compliance with code of ethical principles and standards of professional conduct for fund development.
- Regularly update revenue projections and revenue pyramid.
- Work monthly with Controller to align finances and advancement
- Create/co-create communications that publicize the community need for CltBP programs, the impact of those programs, and the core values of the organization. Communications may include press releases, articles, speeches, presentations, newsletters, social media posts, and opinion pieces.
- Leverage the CltBP website as a bilingual hub of useful information for families of young children and supporters of CltBP's early education model. Maximize the website as a tool for generating financial and other forms of support.



Other Responsibilities and Duties

- Assist in the completion of special projects and assume other appropriate duties at the request of the Executive Director.

Qualifications and Competencies

- Minimum of a bachelor's degree.
- 5+ years of fundraising and nonprofit management leadership
- Proven track record of generating and sustaining long-term donor relationships that build revenue.
- Knowledge of Advancement office functions and fundraising techniques, including gift processing, direct mail, proposal writing, and face-to-face solicitation.
- High level written and verbal communication skills.
- Experience analyzing performance and operation metrics.
- Experience working with underserved communities and in multicultural environments.
- Ability to manage multiple projects and prioritize with strong attention to detail.
- Proficiency in Microsoft Office and experience using Excel to analyze data.
- Proficiency in WordPress, social-media platforms, and Adobe design software programs.
- Proficiency in evaluation frameworks for social impact programs, including key performance measures, outputs, and outcomes.
- Commitment to the nonprofit development profession and continuous professional development.
- Demonstrated cultural competency and sensitivity.
- Passionate about early childhood education, economic mobility, and immigrant communities.
- Committed to excellence and continuous improvement.
- A creative leader with demonstrated success in team development and capacity-building.
- A self-starter with the ability to work independently and the motivation to teach yourself.
- A creative problem solver with strong decision-making capability.
- Strong interpersonal skills and comfort speaking in social and business environments.
- Committed to providing the best customer/client service possible.
- The following are **not required**, but are **preferred**:
 - Bilingual - Spanish/English
 - Relevant fundraising certificates (i.e., CFRE)
 - Graphic design skills
 - Familiarity with Bloomerang and MailChimp

Salary and Benefits

- This is a full-time, year-round, salaried, exempt position
- \$90,000-100,000 annually, commensurate with experience
- Also includes a competitive benefit package

Applicant Instructions

- All inquiries and applications are to be directed to [PMA Nonprofit Leadership: search@pattonmcdowell.com](mailto:search@pattonmcdowell.com)





- Applications should include:
 - 1-page cover letter
 - Resume
 - Three professional references
- ** All files should be saved with the applicant's first and last name + document type (e.g., Jane Smith cover letter, Jane Smith resume, Jane Smith references) ***
- Please indicate in the subject line the position and organization to which you are applying (i.e., Advancement Director, CltBP)
 - No phone calls or in-person visits, please
 - Note that only those candidates invited to screening will be contacted

About PMA Nonprofit Leadership

As a firm, [PMA Nonprofit Leadership](#) is constantly developing content and programs to help nonprofit leaders in three distinct ways:

1. Help them become thought leaders by producing weekly content through PMA's podcast [Your Path to Nonprofit Leadership](#)
2. Help them reach the "next level" through individual coaching, training, and PMA's unique [Mastermind Nonprofit Leadership](#) development program
3. Help their organizations through fundraising, strategic planning, and board & staff development [consulting services](#).