



National CASA Association Seeks Director of Advancement & External Affairs

Location: Seattle, WA

The National Court Appointed Special Advocate (CASA) Association fulfills society's most fundamental obligation by making sure a qualified compassionate adult will fight for and protect an abused or neglected child's best interests. The mission of National CASA, together with its state and local member programs, is to support and promote court-appointed volunteer advocacy so every abused or neglected child in the United States can be safe, have a permanent home, and the opportunity to thrive. But today, only 45% of the children in the system have access to a CASA volunteer. The National CASA Association is committed to ensuring that 100% of the children in the system have access to a CASA volunteer.

Position Summary

The Director of Advancement & External Affairs will be responsible for researching and developing opportunities for the CEO to speak to key audiences, present at conferences and to meet with key officials in order to develop business and partnership opportunities not only in Seattle, but nationwide. This position will work directly with the CEO to develop key messages for key external audiences, will develop and support the execution of social media strategy for the CEO.

Partnering Relationships

The Director of Advancement and External Affairs will work directly with the CEO, the Chief Advancement Officer, the Chief Stakeholder Engagement & External Affairs Officer, and other members of the Senior Leadership Team.

Reporting Relationships

The Director of Advancement and External Affairs will report to the Chief Executive Officer.

Core Duties and Responsibilities:

- Seeks media and speaking opportunities for the CEO.
- Works effectively with the Chief Executive Officer to capture her thoughts and vision and develops effective executive communications that relay those thoughts and messages to key audiences.
- Work with CEO and Chief Stakeholder Engagement & External Affairs Officer to develop new national partnerships, outline these partnerships, set up meetings and develop pitch documents. In addition, follow up and work to help manage these partnerships.

- Prepare CEO for fundraising calls, develop call reports, actively follow up and coordinate next steps.
- Assist with preparing concept papers, writing grants or proposals for CEO fundraising calls.
- Prepare collateral materials and prep sheet documents for CEO meetings to include legislative and congressional visits, etc.
- Prepares strategic messages on relevant topics in partnership with the Advancement team and External Stakeholder Engagement.
- Develops strategic narratives and high quality communications and white papers on a variety of topics, utilizing intensive research skills and personal knowledge of strategic goals and plans, in order to demonstrate our value proposition.
- Create and manage an active social media platform for the CEO.
- Assist the CEO with writing white papers, position statements, opinion pieces and speeches.
- Develop, work with and coordinate the relationship with a Seattle-based PR firm.
- Prepares strategic communications to message topics to the CASA/GAL Network.

Experience, Qualifications and Abilities:

- Bachelor's degree in communications, public relations, journalism or a related field, or an equivalent combination of education, training and experience
- Seven to 10 + years of experience in executive communications and external affairs;
- Marketing or public relations experience strongly preferred.
- Demonstrated experience with successful fundraising for organizations and events
- Ability to work at a high level with a multifaceted portfolio desired.
- Experience working in a non-profit or philanthropic organization preferred;
- Excellent interpersonal and communication skills and the ability to work with senior level management, staff, teams, and external constituents;
- Demonstrates flexibility, mature judgment and ability to function professionally at all times;
- Strong ability to approach tasks from a customer service orientation;
- Demonstrates excellent verbal and written communication skills;
- Demonstrates a mastery of social media, ability to manage social media platform for CEO
- Able to develop executive communications and external affairs strategies and plans.
- Demonstrate the highest quality presentation and speech-writing skills.
- Demonstrate ability to embrace and exemplify organizational competencies and values.
- Work well under pressure with deadlines and be skilled in prioritizing responsibilities.
- Demonstrate a commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, state and local program staff, and other supporters.
- Ability to become a steward and ambassador for the CASA/GAL mission and brand.

Salary and Benefits

National CASA offers a competitive base salary plus benefits, generous paid leave, and work life balance policies. This is a full-time exempt position.

Organizational Values

Adaptability ◦ Collaboration ◦ Integrity ◦ Respect ◦ Quality ◦ Service ◦ Stewardship

National CASA is headquartered in Seattle, Washington, with a second office in Washington D.C. and is committed to an inclusive and welcoming workplace environment. National CASA is proud to have been recognized for Excellence in Workplace Flexibility by the Alfred P. Sloan Foundation, as one of Washington's Best Workplaces by the Puget Sound Business Journal, and as a Best Adoption Friendly Workplace by the Dave Thomas Foundation for Adoption. National CASA has been certified by the Standards for Excellence Institute for ethics and accountability in the nonprofit sector.

To apply: Send resume and cover letter to employment@casaforchildren.org with a subject line that reads Director Advancement & External Affairs.

**NATIONAL COURT APPOINTED SPECIAL ADVOCATE ASSOCIATION
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EQUAL OPPORTUNITY EMPLOYER**