



# LEGAL AID FOUNDATION OF LOS ANGELES

## MISSION:

*Legal Aid Foundation of Los Angeles (LAFLA) seeks to achieve equal justice for poor and low-income people in greater Los Angeles. We change lives through direct representation, systems change and community education.*

## About Legal Aid Foundation of Los Angeles

As the frontline law firm for poor and low-income individuals throughout Los Angeles County for 85 years, the Legal Aid Foundation of Los Angeles (LAFLA) works to provide clients with access to fundamental services: food, housing, employment, safety and security.

LAFLA takes great pride in having one of the most culturally and linguistically diverse staff in the legal services community, in one of the most diverse cities in the country. Our offices are located in the neighborhoods of East Los Angeles, Westlake/Pico Union, South Los Angeles, Santa Monica, Long Beach and the Crenshaw/Koreatown areas.

LAFLA is the first place to which thousands of poor people turn when they need legal assistance for a crisis that threatens their homes, health and livelihood. In 2013, nearly 75,000 individuals and families were provided with legal assistance, legal information and education.

## CHIEF DEVELOPMENT AND MARKETING DIRECTOR

The Chief Development and Marketing Director, in collaboration with the Executive Director (ED) and the Board of Directors, is responsible for designing and executing the overall fund development and marketing strategy to provide for the current and future needs of the Legal Aid Foundation of Los Angeles (LAFLA).

**APPLY BY  
OCTOBER 17, 2014**



### REPORTS TO:

Executive Director

### LOCATION:

Program Administration  
Los Angeles

### HOURS:

Full-time salaried position

### RATE OF PAY:

Based on experience

### CONTACT INFORMATION:

Please respond by submitting cover letter, resume, the names of three professional references, and salary requirements by end of day October 17, 2014 to:

### Jenny Goldberg

Vice President, Fundraising Strategy  
Aly Sterling Philanthropy  
[jenny@alysterling.com](mailto:jenny@alysterling.com)

*Only applications submitted via email will be accepted.*



# CHIEF DEVELOPMENT AND MARKETING DIRECTOR

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[jenny@alysterling.com](mailto:jenny@alysterling.com)

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## CORE RESPONSIBILITIES:

1. Responsible for designing and executing the **overall development strategy** including the following core initiatives: Events, Annual Fund, Major/Capital Gifts, and Legacy/Endowment Gifts for LAFLA.
2. Responsible for designing and executing the **overall marketing and communications strategy**, including social media. All marketing and communications initiatives will reinforce the overall development strategy.
3. Responsible and accountable for meeting the annual fund development **financial target goals**, including the monthly **Key Performance Indicators (KPIs)** associated with these goals.
4. Responsible for all **donor cultivation, solicitation and recognition**, including creation of key prospect lists, submission of detailed monthly activity reports, and specific moves management strategies and progress updates. Responsible for managing a **portfolio of 75-100 major donors** and coordinating visits, meetings and events with the executive director, board members and potential gift donors.
5. Coordinates **capital, major gifts and/or endowment campaign strategy** with approval and co-implementation from the executive director, board of directors and Aly Sterling Philanthropy.
6. Develops systems to **encourage and increase board involvement** in annual and/or major gift fund solicitation, personal giving and donor recognition.
7. Consistently seeks to **build relationships** with board and staff members, volunteers, community partners, media and donors. Is expected to attend all events and **be active in relevant community initiatives**.
8. Responsible for assisting in the **development of a legacy giving program** to increase perpetual support for the organization's programs, services and endowment. This work could include the creation of an advisory committee, related policies and procedures, program events, marketing and educational materials.
9. Serves as lead staff liaison to the **board's development and marketing committees**.
10. Develops healthy and productive relationships with all **internal stakeholders** and departments. Creates a more effective and efficient system of sharing information, case successes and financial/outcome data. Is responsible, with other organization leaders, for advancing and growing an internal culture and commitment to philanthropy.
11. As a supervisor and co-worker, **motivates and inspires** others, has a **positive perspective** on work and relationships and proves to be an asset in a dynamic team environment.

*The above list of duties is intended to describe the general nature and level of work performed by the incumbent. It is not to be construed as an exhaustive list of duties performed by the incumbent.*

## GENERAL INFORMATION:

- Bachelor's degree required.
- 5-7 years of demonstrated fund development and marketing/communications experience is preferred; supervisory and leadership skills a must.
- Excellent written, verbal and interpersonal skills.
- Highly organized, creative and a self-starter.
- Computer literate; knowledgeable of DonorPerfect (or equivalent donor software system) and Microsoft Office products such as Outlook, Word, Excel, PowerPoint.
- Must possess skills necessary to efficiently plan and implement activities within policies and procedures; maintain positive working relationship; respect rights of others; demonstrate initiative and accept accountability; effectively manage time and communicate and respond to inquiries in a timely manner.
- Should be accessible for meetings before and after normal work hours as necessary.



LEGAL AID FOUNDATION  
OF LOS ANGELES  
1102 S. CRENSHAW BLVD.  
LOS ANGELES, CA 90019  
LAFLA.ORG