

September 2020

## Director of Development and Communications Position Guide



BLUE SKY BRIDGE

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Child Abuse Intervention & Education

DeVine Consulting

Fundraising Counsel | Executive Search

## Blue Sky Bridge

Located in Boulder, Colorado, Blue Sky Bridge fosters safe communities, healing and justice to end child abuse. We are a nonprofit organization that uses the Child Advocacy Center model to create a child-focused approach to abuse investigations in partnership with law enforcement, social services and the District Attorney's office. All of our programs are offered free of cost. In the past 25 years, we have supported more than 10,000 children and family members.

Our programs include:

- **Child Advocacy**

*Blue Sky Bridge provides immediate intervention, skilled forensic interviews, crisis intervention counseling, family support and follow-up services to child victims of abuse and non-offending family members, including medical treatment, if necessary. **Of the children interviewed in a recent year, 78% were related to allegations of child sexual abuse and 72% identified as female. 52% of the children were between the ages of 9 and 15 years.***

- **Therapy**

*Blue Sky Bridge offers Trauma-Focused Cognitive Behavioral Therapy (TF-CBT) and Eye Movement Desensitization and Reprocessing (EMDR) for children ages 4-17. The aim of this program is to reduce trauma symptoms, strengthen the parent-child relationship and support the entire family in moving forward. **100% of the therapy clients who graduated from the program in a recent year reduced their trauma symptoms.***

- **Education and Outreach**

*We are committed to helping children recognize situations that may be unsafe and how to seek help. We are also dedicated to helping adults learn how to prevent, recognize and react responsibly to child sexual abuse. We accomplish these commitments through a variety of in-school trainings for kindergarten and 3<sup>rd</sup> grade students, as well as adult education. **Blue Sky Bridge is in 38 schools and 144 classrooms, reaching more than 3,000 students and 1,000 adults annually.***

"Blue Sky Bridge is a crucial advocate for Boulder County's children. We are the *only* victim assistance agency in Boulder County that provides forensic interviews, counseling and family support services to children and families who have suffered the trauma of child sexual abuse, neglect and violence, and prevention education throughout our community."

Gina Maione Earles  
Executive Director

For more information about Blue Sky Bridge, visit our website ([www.blueskybridge.org](http://www.blueskybridge.org)) and see the links below:

[Blue Sky Bridge 101](#)  
[Blue Sky Bridge School Program](#)  
[What to Expect for a Forensic Interview](#)



*Blue Sky Bridge (pictured above) is a place where children and their nonoffending family members come to receive the help and support they need. Blue Sky Bridge serves all children who need us in a comfortable environment that respects their privacy in an entirely client-focused facility.*



## Opportunity Highlights

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We are in search of a new Director of Development and Communications to join the team of Blue Sky Bridge. The Director will lead fundraising:

- serving in an externally oriented, revenue-generating role
- offering expertise and leadership for all fundraising related matters
- over-seeing organization-wide marketing and communications

This is a newly vacant position that we hope will attract an experienced fundraising professional looking for their next challenge. Blue Sky Bridge is a well-established organization with excellent best practices that has been in a growth mode, and yet, aspires for more.

The successful candidate will report directly to the Executive Director and will work collaboratively with her to advance fundraising with the support of one full-time team member, consultant partners, engaged Board members and a strong base of financial support.

Blue Sky Bridge seeks a career development professional eager to:

- Provide the necessary leadership, organizational and planning skills to execute our existing \$1.5 million annual fundraising program with diverse funding streams. We are a small team, and this is a hands on position.
- Be outward facing, cultivating relationships with donors and stakeholders establishing trust and rapport to strengthen their ties with the organization.
- Confidently work with the Executive Director and Board of Directors to think creatively and act boldly as we position Blue Sky Bridge for its next phase of growth and evolution and make a greater impact on the cause.
- Support Blue Sky Bridge's commitment to Diversity, Equity and Inclusion (see next page).
- Professionalize our fundraising systems and infrastructure to support efficiencies, sustainability and growth. This will include a migration to a new CRM and creating new systems that are helpful for prioritizing work, tracking and dashboard reporting.
- Manage for success in a pandemic environment, learning important lessons along the way.
- Work for a meaningful cause in an environment where fun, collaboration and creativity are all valued.
- Live in beautiful Boulder County, Colorado.

## Diversity, Equity and Inclusion

Now, more than ever, nonprofit organizations such as ours are integral to building a society that is more just and equitable, as well as creates space and opportunity for all people to thrive and succeed. Blue Sky Bridge has a unique role to play in supporting children and their families, bringing justice and aiding healing, thereby uplifting communities and fostering connections that allow survivors to lead full and happy lives. This has always been the aim of Blue Sky Bridge, but in light of recent events in our country, we take full ownership of the need to listen and learn about how continually to operate our organization and to best serve individuals and communities without bias.



## Director of Development and Communications

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We are looking for a strategic thinker who is aligned with the values of the organization who can translate our work to a broad audience to further engagement. As a key member of the Executive Director's direct reports, you will serve as a valued team member and thought leader who will help to guide our mission internally and represent us to the public. Specific responsibilities of the role include:

- I. **Fundraising – (80%)**
  - a. Oversee an annual fundraising program of \$1.5 million generated by our two signature events, individual appeals, private foundation grants, corporate sponsorship and grants, third-party and government support. This includes planning, executing and reporting.
  - b. Work with the Executive Director and Board of Directors to create a plan to increase revenue in support of new programs and initiatives. Fundraising results

have been strong over the past five years and will need to continue on this growth trajectory.

- c. Work with a consultant partner to execute the grants program (the Executive Director is involved with several large grants).
- d. Staff the Development Committee of the Board of Directors and event committees (the development associate takes the lead on the By the Glass event).
- e. Expand our non-event related individual giving program beyond three appeals a year to create a more textured and robust initiative.
- f. Expand corporate giving beyond sponsorship.
- g. Expand our major gifts program with a focus on individual giving plans over multiple years that results in an increased standard of giving overall.
- h. Transform the systems, records, information tracking, reporting and gift acknowledgment processes that are in place (with help from an outside consultant as needed).

## II. **Communications – (20%)**

- a. Oversee organization-wide communications working from an annual plan that supports a multi-year strategic plan, including, but not limited to:
  - i. Developing online and print communications materials, including the Annual Report. The Development and Communications Associate plays a key role in executing communications across platforms.
  - ii. Handling public relations, including sending press releases, responding to inquiries and offering interviews to the media.
  - iii. Creating informational materials for community engagement, agency tours and event sponsorships.
  - iv. Maintaining the website and communicating via social media.
  - v. Building and strengthening the Blue Sky Bridge Brand.



## Candidate Qualifications

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Our Director of Development and Communications will be a proficient fundraiser with 7-10 years of experience and at least 5 years in a role leading and managing others. A bachelor's degree is required, and a master's degree or advanced certification is preferred.

Additional skills and attributes of sought-after candidates include:

- Fundraising experience with a record of success in a reputable organization, nonprofit or similarly focused Child Advocacy Center.
- Excellent communication skills, both written and oral presentation.
- Experience in successful management of people and processes.
- Outgoing and engaging personality, comfortable in face-to-face interactions with a variety of donor audiences.
- Experience with nonprofit marketing and communications. Blue Sky Bridge has a talented Development and Communications Associate on the development team.
- Strong strategic thinking and planning skills with an ability to manage concurrent projects and priorities effectively.
- Outstanding interpersonal skills; flexible; adaptable.
- A passion for the Blue Sky Bridge mission.
- Campaign experience a plus.
- Experience with grant writing and grant reporting a strong plus. Blue Sky Bridge has an excellent consultant partner that assists with its private foundation and government grants.

“The staff of Blue Sky Bridge is smart, fun, likeable, organized, creative, knowledgeable and passionate about our mission. We look forward to welcoming a new Director of Development and Communications who is a good fit for our culture. Outgoing, competent, positive, self-motivated, humble, open, supportive and someone with a sense of humor might describe our ideal candidate profile.”

Gina Maione Earles  
Executive Director



“I am eager to welcome an experienced fundraising leader who is excited about our mission, who will fit into our cohesive team and who will hit the ground running toward our future goals.”

Gina Maione Earles  
Executive Director

## To Apply

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To participate in our confidential search process, please send your application (to include both a cover letter and resume) directly for consideration to our recruiting partner Margie DeVine at [blueskybridge.devine@gmail.com](mailto:blueskybridge.devine@gmail.com). Further inquiries or questions? Call Margie on her cell: 773-892-2993.

Blue Sky Bridge offers a competitive salary and comprehensive benefits package to include medical, dental, vision, disability, 403b, paid time off, paid company holidays, professional development opportunities and more. Blue Sky Bridge is an Equal Opportunity Employer. Applicants may request any reasonable accommodation that may be necessary to participate in the application process.

**Margaret M. DeVine**, CFRE, President  
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