



**Director of Advancement
Austin, TX
Exempt**

Who We Are:

Children's Cancer Association was founded in 1995 by the Ellis family after their five-year-old daughter, Alexandra, died of cancer. Their goal was to create something extraordinary: an organization with a new vision for what pediatric cancer support services look like. Today, the JoyRx Mentorship, Nature, and Music programs reach thousands of hospitalized children of all ages and diagnoses. Our programs reach children where they are — and make their tough days a little brighter.

Simply put — joy helps sick kids feel better.

Who You Are / Position Summary:

Children's Cancer Association is seeking a proven fundraising and communications professional who is inspired by our powerful mission, strong brand, and national presence to lead strategic revenue plans and public engagement efforts in order to achieve our growth priorities. As a leader within our newly combined fundraising and marketing teams, you understand the power of relationships, the importance of philanthropy, and you will lead the team in development, communications and brand management efforts rooted in the organization's mission and impact. With the support of a strong team, you understand how to lead a fundraising program to create a holistic strategic communications calendar, launch or improve national donor programs, plan successful solicitations in order to meet fundraising goals, oversee communications and marketing enterprise-wide, and lead with a culture of stewardship and gratitude. In this role, you will strengthen community and media partnerships, create and execute fundraising event communications and brand experiences that bring our mission to life while achieving financial goals, and expand awareness of who we are and what we do – by cultivating our strong brand through marketing and communications activities.

Based in our growing Austin, Texas, region, this role will work with regional fundraisers, but is part of a national team, supporting enterprise-wide advancement priorities that help connect donors, partners, families and communities to the programs and mission of CCA.

In this role, you will develop and execute comprehensive advancement strategies and brand communications that support annual giving, strategic corporate partnerships, campaigns, events, grants and institutional relations, as well as set multiyear plans to achieve strategic priorities and community relations and brand awareness goals. You will represent CCA externally in the Austin market and beyond, serving as an ambassador for the organization and cultivating new opportunities for support and visibility.



Working with an incredible team, you will lead and support advancement operations including donor and public relations, acquisition and engagement strategies, constituent and brand reporting, and donor program design and management to meet and exceed strategic goals. You will lead the brand team, and partner closely with Program, Finance, and Senior leadership teams to align fundraising priorities with organizational strategy and effectively communicate mission impact to supporters, advocates and friends of CCA nationwide.

The Director of Advancement Communications will be based in Austin, Texas, and will report to the Vice President of Marketing and Development in Portland, Oregon.

This position supervises the Marketing and PR Manager and possible contractors. Responsibilities include hiring, onboarding, coaching, performance management, and professional development.

Essential Functions:

Advancement Communications & Strategy

- Lead the development and execution of strategic communications plans that support fundraising priorities, donor engagement, and organizational growth.
- Provide direction on fundraising tentpoles and donor program priorities to inform the integrated marketing calendar.
- Develop messaging, segmentation and solicitation strategies for donor programs, including supporting materials for annual giving, major gifts, campaigns, corporate partnerships, and events, to achieve budgeted revenue goals.
- Identify opportunities to strengthen donor acquisition, retention, and stewardship through effective multi-channel communications - including strategies to qualify, cultivate, solicit, upgrade, steward, and recognize donors.
- Work directly with the CEO and VP to support Board of Directors communications, meetings and special events, including agendas, board reports and presentations.
- Prepare or delegate preparation of written and verbal proposals, concept and informational materials, endowment and planned giving agreements, and other materials needed to secure major gifts in collaboration with colleagues, as appropriate.
- Monitor results of advancement communications efforts and recommend improvements to increase engagement and impact
- Ensure communications strategies align with CCA's mission, fundraising goals, and organizational priorities

Content Development & Brand Leadership

- Brand Building & Marketing



- Oversee the organization's brand strategy and storytelling across all platforms.
- Lead and guide the team to drive visibility, engagement, and strong mission-centered messaging, including family-facing and program materials for JoyRx partner sites when needed.
- Enhance brand recognition through partnerships, events, campaigns, and public engagement.
- Lead the creation of donor-facing communications including appeals, proposals, impact reports, presentations, newsletters, and stewardship materials
- Translate program impact and organizational outcomes into compelling stories that inspire philanthropic support
- Maintain brand consistency, voice, and quality across advancement communications in all markets
- Partner with Program, Brand, and Executive teams to surface stories, data, and moments of impact for external audiences
- Provide strategic messaging support for leadership presentations, donor meetings, and external engagement opportunities

Cross-Functional Leadership & Operations

- Coaches, supervises, and evaluates the brand and communication team and ensures staff members have the tools needed to accomplish their jobs. This team supports all departments of the organization.
- Build a culture of collaboration, accountability, and creativity within the Advancement team.
 - Ensure strong coordination and alignment between fundraising, data, and brand and finance teams.
- Lead timelines, workflows, and execution of major advancement communication projects and annual deliverables
- Provides guidance to reports and tracks performance against development plan.
- Manage external vendors, writers, designers, or agency partners as needed
- Help strengthen CCA's visibility in Austin while supporting national advancement priorities
- Support strategic initiatives and additional organizational priorities as assigned

Qualifications and Skills:

- Exceptional interpersonal skills and the ability to develop relationships of trust and respect with development staff, colleagues, volunteers, and donors.
- Strong written and verbal communication skills, with the ability to craft compelling donor communications and impact messaging
- Highly organized with the ability to manage multiple priorities, projects, and deadlines in a fast-paced environment
- Sound judgment and discretion in handling sensitive and confidential donor information



- Strategic and solutions-oriented thinker with the ability to identify opportunities to enhance donor engagement and stewardship
- Experience leveraging technology and data to manage donor relationships and inform decision-making (experience with donor databases such as Raiser's Edge NXT preferred)
- Collaborative team player with the ability to work cross-functionally and contribute to shared fundraising goals
- Detail-oriented with strong project management skills, particularly in support of events and donor initiatives

Education & Experience:

- Bachelor's degree in Communications, Marketing, Journalism, Public Relations, or a related field, or equivalent combination of education and experience
- 8–10 years of relevant professional experience in communications, marketing, advancement, fundraising, or related fields
- Demonstrated experience developing strategic communications plans that support fundraising, donor engagement, or organizational growth
- Strong experience creating and overseeing high-quality written content for multiple audiences, including donor-facing communications, campaigns, and executive messaging
- Experience collaborating across departments and advising senior leaders, external partners, or stakeholders on communications strategy
- Nonprofit, healthcare, education, or mission-driven organization experience preferred

CCA's Values. Alignment with our Core Values is essential to success in this role.

These values guide everything we do—from how we care for families to how we shape and share our programs:

Compassion: We lead with heart, authenticity, and kindness.

Community: We know joy is a ripple effect. Collaboration and connection are at the core of everything we do.

Creativity: We believe in the importance of play, imagination, and the healing power of music. We make space for inspiration and creativity in our ways of working and engaging.

Care: We care for our mission, our resources, and each other with integrity and respect. We are stewards of the generosity and the trust that is placed in us.

Curiosity: Inspired by the wonders of childhood, we stay open to new ideas, fresh perspectives, and magical moments that spark joy in unexpected ways. We honor innovation as central to our legacy.

Commitment to Diversity, Equity, and Inclusion:

CCA is passionate about diversity, equity, and inclusion and we believe that a diverse staff of highly skilled and creative individuals is necessary to achieve the vision and mission of the organization. We strive to create a



work environment that reflects the communities we serve where everyone feels empowered to bring their whole, authentic selves to work, fully as they identify. We welcome and encourage applications from candidates who can contribute to the diversity of our workforce across a range of dimensions

Work Environment:

At CCA we are committed to a work environment where each person feels a sense of belonging and they are recognized, appreciated, and valued. This position is based in Austin, TX. This position is currently remote but will have an expectation to meet with other Austin staff members on a regular basis in person.

Physical Demands:

This position requires frequent operation of a computer and other office equipment, such as a calculator, copier, and printer. This position requires the ability to perform basic math and speak, hear, write, and read English and some occasional lifting is required (up to 20 lbs).

Travel:

This position may require occasional travel in the Austin Metro area; there may be limited travel to other key regions.

Compensation & Benefits:

CCA is a growth organization that looks for team members to grow with it. CCA offers a generous total rewards package, a casual work environment, and an inclusive culture.

This position offers a competitive benefits package and a salary range starting at \$85,000. Final offer amounts and levels are determined by multiple factors, including your experience, and may vary from the amounts listed above.

Generous benefits include:

- Heavily subsidized medical, vision, dental, and alternative care benefits
- Generous PTO package, paid wellness days, and ten (plus two floating) paid holidays
- Voluntary short- and long-term disability
- Flexible spending plan
- 401(k) with 3.5 percent CCA match
- Paid four-week sabbatical to pursue creative talents after eight years of service
- Professional development annual benefit
- Subsidized on-site parking or public transportation reimbursement.

Position Type/Expected Hours of Work:

This is a full time (40 hours/week) exempt position. Some flexibility in hours is allowed; days and hours of work are generally Monday through Thursday, 8:00 am – 5:30 pm, and Friday 8:00 am – 12:00 pm, currently 100% remote. This position may require occasional evening hours and weekend work.



General Information:

This job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job. The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required for the position. Job duties may change at any time, with or without notice.

Application Guidelines:

Complete the [application](#) through our application portal and answer the following two questions in your cover letter:

1. Tell us how your previous work history has prepared you for this role.
2. Tell us if the compensation and benefits information listed above meet your needs.

To learn more about Children's Cancer Association, visit JoyRx.org.

Watch Founder and Chief Joy Officer Regina Ellis' TEDx Talk on the [Joy Effect](#)