



of Metropolitan Dallas

**Position Title:** Vice President, Advancement  
**Category/FLSA Status:** Full-time, Exempt  
**Supervisor:** Executive Director  
**Supervises:** Two FTEs

### **Position Summary:**

The Vice President of Advancement is responsible for cultivating revenue streams and avenues for fundraising and working proactively with the Executive Director to ensure the vitality and health of the organization's budget and advance the organization's mission. The Vice President of Advancement is also responsible for building and fostering positive and productive relationships among philanthropic, corporate, and community leaders as well as individual donors vested in supporting and advancing the Girls Inc. of Metropolitan Dallas (GIMD) programs and services. In addition, the Vice President of Advancement is responsible for the development and execution of the marketing plans, including strategies to engage with all targeted audiences to enhance the brand, increase customer loyalty and retention, and support organizational and business development objectives.

The position is part of the senior leadership team that drives the overall strategy for the organization and represents GIMD on a local, regional, and national basis. The VP will help the Executive Director build a high functioning organization and shape an agile culture within a diverse team to operate on the leading edge of new trends and will be a public face of GIMD through strategic partnerships with key external stakeholders.

### **Primary Responsibilities and Duties:**

- Provides leadership and direction to the Executive Director and Board to create short- and long-range fund development plans and marketing plans and programs that support the organization's values, mission, and general objectives for both Girls Inc. of Metropolitan Dallas and the Girls Inc. Foundation.
- Assures proper planning including goal setting, strategy identification, benchmarking and evaluation to support fund development and marketing.
- Manages the organization's fund development and marketing activities and day-to-day operations of these functions and monitors the adequacy of activities through coordination with staff, appropriate committees, and governing body.
- Maintains sound fiscal operation of development function including timely, accurate and comprehensive development of charitable contributions income and expense budgets, reporting, monitoring and implementation.
- Provides input on GIMD's annual communications theme and associated key messages and serves as a spokesperson at events, press conferences, interviews with media, and more as relevant.

- Establishes a balanced funding mix of donor sources and solicitation programs tailored to the needs of the organization that will enable it to attract, retain and motivate donors and fundraising volunteers.
- Assures appropriate prospect research; solicits contributions on behalf of the organization; collaborates with board members, executive director, other fundraising volunteers, and staff to identify, cultivate and solicit charitable gifts.
- Appropriately represents the institution, its board, president and executive director to all internal and external stakeholders.
- Oversees all foundation, corporate and government proposals and solicitation materials.
- Ensures all grant obligations are fulfilled and properly reported according to each funder's requirements.
- Stays informed of trends in philanthropy and marketing, as well as the general fields of management and recommends policy positions concerning fund development.
- Maintains accountability standards to donors and ensures compliance with the code of ethical principles and standards of professional conduct for fundraising executives.
- Establishes and ensures compliance with Girls Inc. fund development and philanthropic principles, policies, and procedures, and ensures compliance with all relevant regulations and laws.
- Develops and reinforces a high-performing culture within the team and organization by modeling and coaching with rewards and accountabilities that are consistent throughout Girls Inc.
- Fosters a smoothly operating development team function through timely and effective resolution of disruptions and nurtures a positive and inclusive team culture.
- Designs educational programs in fund development for staff and volunteers; participates as teacher and facilitator; pursues formal and informal education for self and others.
- Gives oversight to and is fully knowledgeable about posting donations in the database, balancing and creating monthly and annual income reports, and generating needed donor reports.
- Provides leadership and works with internal and external partners to develop short and long-term advocacy campaigns for policies that impact GIMD's mission and the communities we serve.
- Builds extensive and trusted relationships with coalition partners, issue experts, impacted community members, nonprofit partners, lawmakers, interested advocates, agency staff, and other stakeholders and identify opportunities for bipartisan, cross-sector collaboration to strengthen public policy support and awareness for our work.
- Contribute to the implementation of GIMD strategic goals and objectives as well as the overall management and leadership of the organization, informing strategic direction as part of the organization's senior leadership team.

**Minimum Qualifications:**

- Bachelor's degree.
- 5-7 years of experience in fundraising or management.

- Experience recruiting, managing, and developing a strong team of staff, and program/project managers. This individual will serve as a “player/coach” to motivate and mentor his/her team.
- Strong experience creating strategic annual fund development plans.
- Strong experience leading marketing and communications plans, executing marketing campaigns, and developing innovative and focused marketing strategies.
- Superior organization and project management skills.
- Detail-oriented with the ability to multi-task and meet deadlines with minimal supervision.
- Ability to work effectively in a fast-paced, team environment.
- Proven ability to manage a large volume of complex work effectively and efficiently, prioritizing continually to ensure business results are achieved.
- Exceptional written, oral, interpersonal, and presentation skills and the ability to effectively interface with senior management, GIMD's Board of Directors and staff.
- Ability to operate as an effective tactical manager as well as strategic thinker and leader.
- Must have flexibility with working hours and be available to work some evenings and weekends.
- Possess reliable transportation and a valid Texas driver's license.

#### **Preferred Qualifications:**

- Master's degree
- 5-7 years of experience in nonprofit fundraising and marketing
- Certified Fund Raising Executive credential.

#### **Physical Requirements and Work Environment:**

This position requires the ability to operate phones, computers, and other office equipment, and the physical ability to perform light lifting. This person must be able to communicate effectively with funders. Work is performed in an office setting. This person may be required to travel to various locations throughout Dallas County. Generally, the working conditions have little or no exposure to extremes in safety hazards or hazardous materials.

#### **Equal Employment Opportunity:**

Girls Inc. of Metropolitan Dallas provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, national origin, age, disability, marital status, veteran status, genetic information, or any other discrimination prohibited by law. The agency complies with all applicable federal, state, and local laws, regulations, and ordinances prohibiting employment discrimination.