

Big Brothers Big Sisters of the Greater Twin Cities (BBBS)
October 2017

Job title: Vice-President of Advancement
Classification: Exempt
Reports to: Chief Executive Officer (CEO)

Position Title: Vice President of Advancement	Salary Range: \$95,000.00 - \$110,000
Supervisor: CEO	Department: Development & Communication
Job Type: Full-time, Exempt	Location: Twin Cities, MN
Hours/Days: Monday-Friday, 40+ hours a week – occasional nights and weekends	Closing Date: Open until filled

Organization Description

As the largest and oldest mentoring agency in the region, Big Brothers Big Sisters of the Greater Twin Cities (BBBS) has a strong foundation that makes it possible for us to get kids on the path to success. We build and sustain relationships with dedicated community volunteers to mentor children and youth so they can achieve their fullest potential. . We have been matching and mentoring Twin Cities kids since 1920, serving over 2,000 young people every year.

The mission of BBBS is to provide children facing adversity with strong and enduring, professionally supported relationships that change their lives for the better, forever. BBBS accomplishes its mission by:

- Providing deep and intentional partnerships with our youth
- Building and sustaining deep relationships with our mentors
- Building a strong organizational foundation
- Creating a workplace culture that represents who we serve
- Transforming our community to understand the importance of our youth

BBBS's vision is that all children achieve success in life.

1. **Primary Responsibilities:**

Under the direction of the Chief Executive Officer, the Vice-President of Advancement provides strategic oversight of development, grant management, fundraising, major gift planning, campaign projects, marketing and brand management, and volunteer recruitment. He/she will work closely with his/her team to ensure that relationships are created and sustained with corporate and private foundations, government institutions, individual donors, volunteers, and partners, as well as working directly with donors to create new relationships and further existing ones. He/she exercises leadership of the marketing, brand management and media relations efforts to ensure that the organization's branding, marketing and PR materials highlight the successes, values, and goals of BBBS. The ultimate goal of this position is to significantly increase community and institutional involvement, as well as fundraising outcomes.

As a member of the Leadership Team, the VP of Advancement contributes to the strategic direction of BBBS and helps ensure that efforts are integrated across the organization. In addition to his/her key internal leadership role, he/she will also serve as an external spokesperson for the organization.

Other responsibilities:

Development and Fundraising

- In partnership with the CEO, BBBS board of directors, and staff, instill a culture of philanthropy throughout the organization in achieving its mission
- Provide leadership and oversight to the Director of Major Gifts and Director of Corporate, Foundation, and Government Relations
- Develop, implement, and monitor the effectiveness of an ambitious and achievable resource development plan that encompasses individuals, corporations, foundations, organizations, and government institutions in both annual fund campaigns and the Better Futures Campaign, a \$10 million capacity-building campaign
- Initiate and lead work with BBBS partners to secure resources and meet shared fundraising goals
- Develop and maintain policies and procedures to ensure ethical and sound practices are followed for resource development and all external relations functions
- Cultivate, maintain, and steward relationships with current and potential donors to deepen development relationships
- Provide strategic oversight to special fundraising events, including campaigns, gala, and community events
- Participate in the budgeting process to determine annual and capital development goals, then achieve and surpass these goals in all areas
- Oversee the full utilization of the BBBS donor management system, ensuring that all relevant information is appropriately tracked, reported, and utilized. Oversee donor communication, management, stewardship, and the reporting systems that are necessary in annual campaigns and the Better Futures campaign

Marketing and Brand Management

- Provide leadership and oversight to the Director of Marketing and Brand Management
- Develop a strategic communications plan to advance BBBS brand and identity in compliance with the agency's strategic plan
- Provide strategic oversight to a broad range of communications activities relative to the strategic direction and positioning of the organization to cultivate and sustain relationships with funders, donors, individuals, and community partners
- Develop internal communication policies and procedures to ensure consistency, professionalism, and alignment with mission, vision, and values
- Ensure that staff and volunteers are trained on the consistent messaging of BBBS branding and identity
- Provide high-level direction to public relations campaigns, leveraging media to achieve organizational goals.
- Oversee marketing and advertising budgets, establish and communicate priorities around brand-building, volunteer recruitment and fund development messages.

Volunteer Recruitment

- Provide leadership and oversight to the Volunteer Services Department
- Ensure a stable, high-quality supply of caring mentors, currently 625 new mentors annually.
- Oversee initiatives to increase the number and diversity of BBBS mentors.
- Develop systems of accountability for volunteer recruitment efforts
- Create a plan for sustainable growth in volunteerism in accordance with strategic plan
- Align volunteer recruitment efforts in collaboration with broader marketing and development strategies and processes

Relationships:

The incumbent reports to the CEO and supervises the Director of Major Gifts, Director of Institutional Giving, Director of Marketing and Brand Management, and Volunteer Manager.

Qualifications:

Minimum education and experience:

- Bachelor's Degree in Business Administration, Communications, Development, Non-Profit Administration, and/or related field. Master's Degree/CFRE is preferred.
- Ten years development, major gift planning, and campaign management experience, Preference given to those with leadership experience.
- Proven record of personally cultivating, closing, administering, and stewarding significant major gifts from individuals, corporations, and foundations.
- Experience leading and managing comprehensive strategic communications, media relations, and marketing program to advance an organization's mission and goals.
- Previous experience in volunteer-centered organizations, leading volunteer recruitment and retention efforts.
- Proven track record of providing strategic direction, leadership, and operational management of advancement activities that resulted in marked improvement in execution and revenue growth.
- Experience working with boards of directors, engaging and supporting them in advancement activities.
- Demonstrated experience with budget preparation, planning, and resource management
- Experience leading capital and operational campaign strategies, including marketing, communication, and soliciting funding.
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Physical aspects of the job:

This position requires the ability to travel within the service area, as well as the ability to use the computer, telephone, printer, and electronic mail systems. The position also requires the ability to lead meetings and speak before public audiences.

The statements above are intended to provide a general framework of the requirements of the position and do not encompass all functions and qualifications of the position. Job incumbents may be required to perform other functions that are not specifically addressed in this job description.