Vice President of Advancement

Job Description

EverTrue, located in St. Louis, Missouri, seeks a Vice President of Advancement to lead EverTrue's advancement efforts.

At EverTrue, team members at all levels find their calling in our mission of Older Adults Living Life to the Fullest. In this work environment, all team members are part of a community and appreciated by the people they work with – residents and coworkers – every day.

Summary:

The Vice President of Advancement at EverTrue reports to the Chief Administrative Officer and serves as a member of the organization's Executive Leadership team.

The Vice President of Advancement is responsible for planning, designing, and implementing comprehensive philanthropy programs, and developing a team focused on the goal of significantly increasing constituent involvement and fundraising outcomes. Leadership of the philanthropic program and the Advancement team includes responsibility for comprehensive planning and execution of annual, major, and planned gift programs, corporate and foundation relations, campaigns, dynamic donor stewardship, engaged volunteer programs, and effective philanthropic operations. Must be willing to travel to EverTrue communities in Missouri, Illinois, and Pennsylvania.

Essential Duties and Responsibilities:

Philanthropic Leadership:

1. Provides thoughtful and dynamic leadership in partnership with administrative colleagues
2. Leads, directs, and manages all aspects of the philanthropic effort and secure gifts and pledges in support of organizational goals
3. Develops dynamic planning processes that incorporate and produce organizational leadership ingenuity and ownership
4. Cultivates a strong working relationship with the EverTrue Board of Directors to support philanthropic growth; In all transactions with volunteer leaders, ensures transparency, accountability, and open communication in the presentation and measurement of financial and fundraising goals and outcomes
5. Directs all business aspects of the philanthropic operations and collaborates closely with the EverTrue accounting department in the proper transaction and recording of day-to-day

business and preparation and presentation of periodic financial statements and fundraising reports
6. Faithfully represents EverTrue at all times amongst key constituents including residents, donors, volunteers, employees, board, administrators, clergy, and community leaders
7. Serves as an inspiring advocate for EverTrue and its mission and be an active participant in the community and with key community organizations

Advancement Management:

1. Leads the Advancement team in the development of strategic and annual plans with measurable goals for Campaigns, Annual Giving, Major Gifts, Planned Gifts, Corporate and Foundation Relations, Stewardship and Advancement Services
2. If determined to be advisable in consultation with organizational leadership, plans and executes any comprehensive or capital campaigns
3. Improves, integrates, and executes best practice gift processing, data management, donor recognition, call reporting, prospect research, moves management and prospect strategy functions
4. Ensures dynamic processes in all phases of donor identification, qualification, cultivation, solicitation, and stewardship
5. Hires, trains, inspires, supervises, coaches, and guides direct reports and the entire Advancement team toward accountable, goal-oriented outcomes
6. Formulates and administers the annual budget for the Advancement function, ensuring proper management, usage and reporting of philanthropic funds
7. Develops, reviews, and revises (as needed) policies and procedures for effective and ethical operation of philanthropic practices
8. In partnership with EverTrue Marketing and Communications, devises and implements effective internal and external messaging and methods of advancement communication and solicitation

Annual Gifts, Major Gifts, Planned Gifts, and Campaigns:

1. Grows and manages a dynamic portfolio of high-net-worth individuals and secure major, capital, and planned gifts, as well as advanced annual gifts and endowment support
2. Creates and maintains successful relationships with donors, residents, prospects, volunteers, and leaders
3. Supports the President/CEO and other leaders in the cultivation and solicitation of leadership gifts
4. Creates a comprehensive strategy for increasing support from corporations, foundations, and other key constituents; works with EverTrue leadership to identify grant prospects
5. Supports and extends the increasingly successful employees giving campaign and other annual giving initiatives and special event programs
6. Oversees the successful execution of fundraising and friend raising events and programs

General:

1. Remain active and involved in the philanthropy profession, serving as a model for continued professional growth, and pursuing best practice engagement and education for the Advancement team
2. Abides by all federal, state, and local regulatory laws and standards as well as EverTrue Policies and Procedures, and subscribe to the Association of Fundraising Professionals (AFP) guidelines on Ethics and the Donor Bill of Rights
3. Works variable hours in support of EverTrue needs as required
4. Sets the conditions for a positive experience for employees and those we serve through organization design, leadership norms, and decision-making practices
5. Ensures enterprise strategies, policies, and resource decisions align with stated experience commitments for employees and those we serve
6. Holds leaders accountable for experience outcomes

Qualifications, Knowledge, Skills, and Abilities:

The requirements listed below are representative of the knowledge, skill and/or ability required to perform this job successfully:

- Bachelor's degree required
- Master's degree in business, marketing, public relations, communications, or related disciplines preferred
- A minimum of a seven-year record of progressively responsible and successful fundraising management preferred
- CFRE certification preferred
- Significant experience as a senior level advancement professional and/or transferable leadership experience required
- Successful experience developing integrated fundraising programs, strategic planning, and engaging grateful residents or patient families will be regarded favorably
- Experience working in a senior care or healthcare setting will strengthen the application as well
- The successful candidate will display a record of advancement leadership and accomplishment with a proven track record of fundraising success.
- Successful campaign planning/execution, annual fund management, major and planned gift solicitation, and philanthropy program leadership is desired
- Keen organizational, supervisory, team building, and leadership capabilities are essential
- Documentation of successful solicitation of major and principal gifts, a solid knowledge of planned giving strategy and vehicles, and a history of building fundraising programs and performance.
- Exemplary emotional intelligence, communication and presentation skills, and interpersonal abilities are essential, as is the ability to affect favorably sophisticated donors, residents, volunteer leaders, board members, administrative leaders, community leaders, and employees.

Physical Activities and Demands:

The physical activities, demands and work environment described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job duties and responsibilities.

While performing the duties of the job, the employee is regularly required to stand; walk; use hands to finger, handle, or feel objects, tools, or controls; and talk and hear. The employee occasionally is required to sit; reach with hands and arms; and stoop, kneel, crouch, or crawl. The employee is occasionally required to climb or balance and taste or smell. The employee is occasionally required to lift 25 pounds. Occasional extended time sitting in front of a computer viewing and inputting data. This position requires periodic travel by car within the local area and to all EverTrue communities to meet with prospective donors, attend events and other prospecting activities.

Working Environment:

A well-lighted and ventilated working area that has its own temperature control system (air conditioning and heat). The noise level in the work environment is usually quiet.

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees may be required to follow other job-related instructions and to perform other job-related duties as requested, subject to all applicable federal, state, and local laws and standards. Certain job functions described herein may be subject to possible modification in accordance with applicable federal, state, and local laws and standards.

Location and Travel

The position is based with EverTrue's Ministry Support operations in the St. Louis area and requires periodic travel to EverTrue communities, including locations in Missouri, Illinois, and Pennsylvania, for donor engagement, organizational meetings, events, and prospect development. This position may be based remotely within Pennsylvania, Illinois, or Missouri, as these states comprise the organization's primary market areas. Candidates must reside in one of these states and be available for periodic travel to the St. Louis office and throughout the assigned market region as needed.

Salary Range

$200,000 - $235,000 per year.

To Apply

Nominations and applications will be accepted until the position is filled. Inquiries, nominations, and applications may be directed in confidence to Gonser Gerber Search at search@gonsergerber.com. To apply, please submit a cover letter, résumé, and three (3) professional references. References will not be contacted until later in the search process.