



## **Chief Growth Officer**

### **Position Summary**

The Chief Growth Officer (CGO) plays a pivotal role in advancing the mission and visibility of the Women's Foundation of Arkansas. The CGO will lead the development and implementation of comprehensive communication and marketing strategies to enhance brand awareness, engage stakeholders, and drive significant support for the organization's programs and initiatives from individuals, foundations, and corporations.

Adhering to ethical fundraising practices, the CGO is responsible for: developing multi-year and annual fundraising plans; setting goals, strategies and timelines; identifying and cultivating prospects; preparing proposals and narrative and financial reports; structuring gift requests, to include engaging the WFA Chief Executive Officer, WFA Board Members and other volunteers; and closing gifts. The CGO is also responsible for expanding communications and marketing including: newsletters and other e-communication, social media and digital marketing, PR and awareness efforts such as TV appearances, op-eds, paid media, and earned media.

The CGO works closely with program staff to identify funding and awareness needs and to understand the use and impact of donors' contributions. She or he oversees collateral design and content schedules to familiarize prospects and donors with the organization's goals, activities, and impact, encourage investment in the WFA's work, and recognize donors. The CGO is also responsible for stewardship strategies and activities.

Reports and Responsible To: Chief Executive Officer, WFA  
Manages: Development and Communications Coordinator

### **Responsibilities:**

#### **1. Strategic Planning**

- Develop and execute integrated communications and development plans aligned with organizational goals and objectives.
- Identify key target audiences and develop tailored messaging strategies to effectively reach and engage them.
- Monitor industry trends and best practices to continually refine strategies and tactics.

## **2. Brand Management**

- Maintain and enhance the organization's brand identity across all communication channels.
- Ensure consistency in messaging, tone, and visual branding in all materials and platforms.
- Oversee the production of marketing collateral, including print materials, digital content, and multimedia assets.

## **3. Development and Fundraising**

- Lead the planning and execution of fundraising campaigns, including capital campaigns, annual appeals, and donor stewardship initiatives.
- Cultivate and maintain relationships with donors, sponsors, and funding partners to secure financial support for the organization's programs and initiatives.
- Develop grant proposals, sponsorship packages, and other fundraising materials to solicit support from institutional and individual donors.
- Maintain current corporate and foundation relationships and produce relevant impact reports while pursuing additional grant opportunities locally and nationally.
- Lead all prospect research, data analytics, and predictive modeling efforts to ensure a deeper, broader prospect pipeline among funders, donors, stakeholders, volunteers, etc.
- Direct effective fund- and friend-raising events, including the annual Power of the Purse Luncheon, to elevate giving and build holistic donor engagement.
- Document donor relationships in DonorPerfect development database to ensure proper tracking/history of all donors and prospects.
- Collaborate with the Executive Director and Board of Directors to identify funding priorities and opportunities for growth.
- Oversee day-to-day operations of the Development and Communications Department, including direct supervisory responsibilities of Development and Communications Coordinator and contracted fundraising, event planning, and communications firms.

## **4. Capital Campaign Management**

- Execute a multi-million dollar capital campaign to Close the Gap for women and girls in Arkansas, in collaboration with CEO, WFA's Development and Communications Department, and contracted fundraising and communications personnel.

- Develop and implement strategies to achieve fundraising goals for core initiatives, innovation, and endowment projects.
- Create compelling campaign messaging and materials to inspire donor engagement and support.
- Coordinate campaign events, donor cultivation activities, and volunteer engagement efforts.
- Track progress towards campaign goals, analyze results, and adjust strategies as needed to ensure success.

#### **5. Media Relations**

- Cultivate and maintain relationships with media outlets, journalists, and influencers to secure coverage and visibility for the organization.
- Draft press releases, media pitches, and other communications materials.
- Serve as the organization's spokesperson when necessary.

#### **6. Digital Marketing**

- Lead digital marketing initiatives, including website management, email marketing, social media strategy, and online advertising campaigns.
- Analyze digital metrics and performance data to optimize strategies and drive engagement.
- Stay abreast of emerging digital trends and platforms to enhance the organization's online presence.

#### **7. Content Creation**

- Oversee the creation and dissemination of compelling content, including articles, blog posts, videos, and infographics.
- Collaborate with program staff to highlight success stories, impact stories, and other relevant content.
- Ensure all content is engaging, informative, and aligned with organizational messaging and goals.

#### **8. Community Engagement**

- Develop and implement strategies to engage with and mobilize supporters, volunteers, donors, and other stakeholders.
- Organize and promote events, fundraisers, and other outreach activities to foster community connections and support.

#### **9. Executive Functions**

- Guide the Board of Directors, event volunteers, and the CEO to ensure annual plans that meet goals and objectives of the Foundation.
- Develop processes to communicate regular fundraising and communications updates to Board Members and staff, including the writing of a report for each Board Meeting and presentation as requested to



- assess progress, receive guidance, and elicit participation in marketing, cultivation, solicitation, and stewardship activities.
- Monitor expenses/revenues and ensure that budget expectations are met while ensuring accomplishment of goals and program quality. Able to negotiate and administer contracts.
- Ensure that all development activities comply with established policies, procedures, and legal requirements (including relevant tax law).

### **Desired Qualifications and Experience:**

- Bachelor's degree in Nonprofit Management, Communications, Marketing, Public Relations, or related field (Master's degree preferred).
- 6 years of experience in fundraising, communications, marketing, or related field, with a proven track record of success in developing and implementing effective strategies. Preference will be given for those with capital campaign experience.
- Strong strategic thinking and analytical skills, with the ability to translate data into actionable insights and storytelling.
- Excellent written and verbal communication skills, with a keen eye for detail and accuracy.
- Comfortable engaging with high net worth individuals and senior corporate and foundation representatives.
- Success in building and maintaining long-term relationships with individuals, charitable foundations, and corporate donors and financial prospects. Must be socially adept and excel at initiating conversations and attracting and inspiring volunteer leaders; must demonstrate the ability to actively request, secure, and steward gifts and pledges.
- Has used cloud-based fundraising software, preferably DonorPerfect, and experienced using data-driven performance-based measures and outcomes. Must have proven experience using the latest technology, including Microsoft Office and Google Suite.
- Ability to work effectively in a fast-paced environment, manage multiple projects simultaneously, and meet deadlines.
- Passion for the mission and values of the Women's Foundation of Arkansas.

### **Travel and Other Requirements**



Requires a willingness to travel 30% of time and work evenings and weekends, when necessary. Must have reliable transportation.

### **Commitment to Diversity**

The Women's Foundation of Arkansas understands that there is no gender equity without racial equity. We are intentional in our efforts to ensure that all WFA initiatives, programs, and internal operating procedures are implemented with diversity, equity and inclusion, in alignment with our strategic priorities.

### **Application Process**

To apply, please submit a resume, cover letter, and portfolio of relevant work samples to Whitney Scales, WFA Operations Manager, at [wscal@womensfoundationarkansas.org](mailto:wscal@womensfoundationarkansas.org).

**Deadline for Applications:** Friday, July 12, 2024.

*Salary commensurate with experience.*