



“I HAVE A DREAM” FOUNDATION®

JOB OPENING: VICE PRESIDENT, DEVELOPMENT & MARKETING

Start Date: Immediate

Employment Type: Full Time

Location: National Office (New York City)

Reports to: President & CEO

Summary

The national “I Have A Dream” Foundation (IHDF), which is working to expand educational opportunities for all children, is seeking a Vice President of Development & Marketing to help lead the organization to its next stage of impact. The Vice President of Development & Marketing will lead the organization’s growth from a \$1.3 million to a more than \$5 million annual operating budget over the next five years, and build a communications and marketing campaign to support the organization’s future direction.

The Vice President of Development & Marketing will work closely with the President and the National Board of Directors to grow IHDF’s traditional sources of funding and develop new revenue streams, including creating and leading a campaign to raise funds and champions for an ambitious new program model. The Vice President of Development & Marketing will also lead the organization’s marketing and internal and external communications efforts , including but not limited to, branding/rebranding, affiliate communications, public relations, and website management.

This is an especially exciting time for IHDF as we prepare to launch our new program model. Increasing the organization’s funding base, networks, and profile is an integral part of the organization’s effort to reach many more students and communities and have a significantly greater impact. We are seeking a passionate, entrepreneurial, results-driven Vice President of Development & Marketing to be an integral member of the senior leadership team and to help take the organization to this next level of impact and reach.

We encourage individuals of all ethnic and racial backgrounds to apply for the position.

Responsibilities

The Vice President of Development & Marketing is responsible for building a diverse, sustainable funding base for the organization that will support our ambitious performance and growth goals, and for managing all Communications and Marketing initiatives.

Key responsibilities include, but are not limited to, the following:

- Grow annual operating revenues from \$1.3 million to more than \$5 million over the next five years through diverse funding strategies, including:
 - Building a broad base of support for IHDF across the foundation and corporate community;
 - Establishing major partnerships with national corporations to provide IHDF with national and local funding, employee volunteer programs, and access to internships and career opportunities for our students;
 - Building a pipeline of high-impact individuals who are passionate about education reform and can support us at a high level;
 - Identifying and engaging new Board Members;
 - Managing the execution of the Annual Spring Gala and other fundraising events;
 - Accessing public funding at the local, state, and national levels;
 - Improving the effectiveness of partnerships with organized charities and workplace giving campaigns; and
 - Exploring new funding strategies including fee based or revenue generating options;
 - Planning and executing mass appeals using a variety of media;
- Work closely with the President and CEO to provide support for and manage the organization's interaction with the National Board of Directors to maximize the Board's engagement and impact. Over time, we expect that the Vice President of Development and Marketing will expand the team and therefore management will be a growing part of this role.
- Build a robust national development infrastructure to maximize efficiency, ensure excellent customer service, and support our funding strategy;
- Manage marketing and communications efforts for the organization, including the development of a new branding and communications strategy to support our new model;
- Ensure our development and marketing functions are supporting our programmatic efforts and other key functional areas of the organization

Competencies

The ideal candidate is immensely goal-oriented and:

- Operates with the highest level of urgency and personal responsibility for achieving ambitious outcomes;
- Can prioritize effectively and is highly flexible, organized, and efficient;
- Has excellent strategic thinking, operational, and management skills;
- Has exceptional judgment and is extremely detail oriented;
- Has strong communications, interpersonal, and relationship-building skills;
- Thrives in an achievement oriented, entrepreneurial, and fast paced environment; and
- Is passionate about expanding educational opportunity in our country.

Education and Experience

In addition, the ideal candidate:

- Has demonstrated success in client management and building long term relationships with a broad range of individuals and organizations;
- Has an understanding of the nonprofit funding environment, especially in the areas of education and youth development at the local and national levels;
- Has experience in marketing and communications, designing effective local and national campaigns, and building brand awareness in print and electronic media;
- Brings management experience and a strong track record of success leading major initiatives and driving toward ambitious goals under pressing deadlines; and
- Has at least five years of work experience, ideally in a fast-paced, results-driven organization or enterprise.

The ideal candidate will take an expansive and entrepreneurial approach to development and communications, and will leverage these functions to support broader strategic goals.

Compensation

The “I Have A Dream” Foundation offers competitive salaries commensurate with experience. In addition, a comprehensive benefits package is offered.

About the “I Have A Dream” Foundation

The “I Have A Dream” Foundation is working to ensure that all children in this nation will have the opportunity to pursue higher education and to fully capitalize on their talents, aspirations, and leadership to have fulfilling careers and create a better world. We sponsor entire grade levels of 50-150 students in public elementary schools or public housing developments, and we work with these “Dreamers” from early elementary school all the way to college. Upon high school graduation, each Dreamer receives guaranteed tuition assistance for higher education.

We got our start in 1981, when founder Eugene Lang made the extraordinary promise of a college education to the sixth-grade students of P.S. 121 in East Harlem, sparking a national movement that now stretches from coast to coast. Currently more than 3,000 Dreamers are on the pathway to college in 16 states, Washington, D.C., and New Zealand, following some 11,000 Dreamers who came before them. Many of our Dreamers will be the first in their families to graduate from high school and attend college.

We are now developing a new strategy to significantly grow our impact, which will involve working with schools and school networks to drive up student achievement and college readiness on a large and more sustainable scale. We plan to launch this new strategy in the upcoming school year, working with some of the nation’s leading school reformers.

To apply for this position, please send a resume and cover letter to Eugena Oh, Director of Administration and Talent, at eoh@ihaveadreamfoundation.org.