Does making a difference in the lives of girls interest you?

If so, then come be a part of an organization that has a solid history and a growing future – work for Girl Scouts of Nassau County (GSNC). We are seeking a full time Chief Advancement Officer to join our team.

GSNC is the preeminent nonprofit youth organization serving girls in Nassau County for over 100 years. Girls learn leadership skills and the importance of community service through our programs that teach courage, confidence, and character in a fun and safe environment.

Title: Chief Advancement Officer
Reports to: Chief Executive Officer

Summary of Position:
The Chief Advancement Officer (CAO) will serve as a member of the executive leadership team, and contribute to the growth of GSNC. The CAO will direct a multidisciplinary team that leads the organization’s philanthropic efforts, brand, digital, and content marketing efforts; internal, external, and crises communications; and event planning and implementation. The opportunities for partnership and fundraising are substantial and as GSNC grows, the CAO will play a pivotal role in building its philanthropic revenue stream. The CAO will be responsible for developing and maintaining brand awareness among all constituents of the Girl Scout movement and purpose within the council’s jurisdiction.

The ideal candidate will be passionate about girls empowerment. They will also be a creative, collaborative and goal-oriented fundraiser with a track record of success in major gifts, as well as have a strong presence in the community as one of the council’s public figures.

Major Accountabilities:
The Chief Advancement Officer (CAO) will:

- Lead a team of 3 full-time employees (FTE) development professionals to meet the current annual fundraising goal of $2.5 million and 3 FTE marketing and communications professionals to meet the annual Marketing and Communications goals.
- Systematically strengthen the organization’s overall fundraising capacity to meet increased fundraising goals each year.
- Personally manage a major gifts ($10,000+) portfolio, building and maintaining relationships with 50-70 top level donors and prospects to meet an annual goal of $1m.
- Elevate and support the marketing and communication priorities across the organization.

Fund Development
- Serve as a strategic partner to the GSNC CEO and Board Fund Development Committee on all fundraising strategy.
- Take primary ownership of creating and executing a new, 3-year strategic development plan to include annual and capital campaign needs.
• Provide leadership and direction for all fund development activities including principal and major individual giving, annual giving, legacy giving, institutional giving, and events.
• Serve on the GSNC’s executive leadership team and contribute to the overall management and strategic vision of the council through the planning and reporting to the CEO and board of directors.
• Build a culture of philanthropy across the organization and the Board, demonstrating how all can be stronger advocates for Girl Scouts of Nassau County in the community.
• Establish and oversee all short- and long-term development strategies, including ROI, goals, objectives, metrics, and tracking and reporting of benchmarks.
• Personally direct the stewardship of a portfolio of new and returning principal-level donors across all fundraising areas.
• Connect, steward and build a portfolio of high net-worth prospects ensuring strong relationships. Identify new sources of revenue.

Marketing and Communications
• Develop and execute council-wide strategic marketing, communications, and public relations plans with goals, policies, and procedures.
• Oversee the development and implementation of a variety of marketing initiatives (including paid and in-kind television, radio, and print advertising; social media; Web; digital; and direct mail) to generate leads for girl members and adult volunteers throughout the council jurisdiction.
• Supervise the design, branding, and production of all communications and marketing materials, including but not limited to council newsletters, publications and print materials.
• Actively cultivate and maintain favorable relationships with local and other news outlets across council jurisdiction.
• Serve as the council’s designated spokesperson as necessary and appropriate with the ability to identify internal subject matter experts (staff and council members) for public speaking opportunities.
• Manage relationship with external public relations firm, with particular focus on press releases, speeches, articles/content; serves as final approval on external communications.
• Proactively research stories, collect testimonials and pitch feature articles that enhance the Girl Scout image and brand and provide increased visibility to the council.
• Prepare speeches and design presentations for senior leadership and/or council initiatives with a key focus on communications with the Director of the Office of the CEO.

Other
• Lead, manage and inspire the staff team; nurture a collaborative environment.
• Work with the team to ensure best practices, effective cultivation, and reporting.
• Aggressively seek media opportunities to support the recruitment of girls and adults, promote Girl Scout programs, attract new funding sources and increase awareness of our value in the community at large.
• Staff lead for two committees of the Board: the Fund Development Committee and the Community Relations Committee.
• Work collaboratively with all functional areas of the council to develop media campaigns, communications pieces and messages that support and achieve the council’s goals.
• Provide direction and support as needed for all GSNC events.
Participate in county and nation-wide conversations on philanthropy, girls empowerment, youth development, and other relevant topics.

Champion diversity, equity and inclusion in all advancement efforts.

Analyze market trends, gather customer insights and recommend changes to communications and marketing strategies and plans based on analysis and feedback.

Qualifications

- Bachelor’s Degree or equivalent of education and experience, Master’s Degree preferred, Nonprofit management desirable
- Belief in and passion for Girl Scouts work and long-term vision are essential.
- At least eight years of fundraising experience with progressive responsibility.
- Demonstrated experience developing and executing a successful growth-oriented fundraising strategy.
- Experience developing and managing budgets over $2M.
- Success in securing six- and seven-figure gifts from private sources.
- Demonstrated experience researching, cultivating, soliciting, and securing a loyal customer base.
- Experience working closely with executives and board members.
- Creative, entrepreneurial, results-oriented mindset.
- Collaborative team player; strong team management skills; clear and direct communication style.
- Strong relationship management skills; interpersonal skills including the confidence to network, persuade and negotiate effectively at senior levels.
- Persuasive and personable communication style; strong written and verbal skills.
- Strong attention to detail.
- Fluency in more than one language a plus.
- Flexibility in work schedule, regular weekend and evening work required.
- Ability to work with diverse groups of individuals
- Computer literacy, especially MS Word, Excel, PowerPoint and Outlook and familiarity with current social media tools (e.g. Facebook and Twitter). DonorPerfect is preferred, Salesforce a plus.

- Willingness to purchase, maintain and wear components of the adult Girl Scout uniform as appropriate

Application Instructions:

Girl Scouts of Nassau County is committed to diversity. EOE. Upload resume with cover letter to our career center: http://www.gsnc.org/en/about-girl-scouts/our-council/employment.html

Studies have shown that women and people of color are less likely to apply for jobs unless they believe they meet every one of the qualifications as described in a job description. We are most interested in finding the best candidate for the job, and that candidate may be one who comes from a less traditional background. If you are interested in applying, we encourage you to think broadly about your background and qualifications for the role.