



Chief Development & Marketing Officer

Position Announcement

Scion Executive Search has been retained to conduct a search for a Chief Development & Marketing Officer (CDMO) for our client, Holt International Children's Services; an incredible social service organization which helps vulnerable children and strengthens families in thirteen countries. This full-time, onsite senior leadership opportunity is for immediate hire and is based in the organization's headquarter offices in Eugene, Oregon.

Position Summary:

Holt is seeking a talented executive that is skilled in developing and implementing successful, cost-effective, marketing and fundraising strategies that invoke passion about helping achieve Holt's mission and strategic role of *finding families for children*.

Reporting to the Chief Executive Officer (CEO), the Chief Development and Marketing Officer leads and manages all fundraising and marketing efforts of the organization to create public awareness of Holt's family strengthen programs impacting international orphaned, abandoned, and vulnerable children.

The Chief Development & Marketing Officer fosters a culture of philanthropy and provides visionary leadership while building systems and procedures that support fund development. In addition, this role educates executive leadership about the philanthropic process, and ensures that agency-wide philanthropy and fund development is carried out in accordance with the organization's values, mission, vision, and plans.

This position is an integral member of the senior leadership team; executing fundraising and marketing strategy and driving a highly collegial, collaborative, mission-driven environment guided by intelligent development planning, metrics, and direction. Since the development office is the major revenue center for the organization, the Chief Development and Marketing Officer will maintain close connections with internal financial leaders and administrative planners. As relationship builder, the CDMO will serve as a bridge between Holt's financial and administrative officers and external constituents, serving as interpreter between Holt leadership and external audiences.

About Holt International:

Holt International finds and supports permanent, loving families for children who are orphaned, abandoned, or at serious risk of separation from their family. Holt's child-centered model of care provides services for vulnerable children to ensure they will grow and develop to their fullest potential. As an established, impactful international children's services and child welfare organization, Holt International is well known for its incredible work and program impact. Moved by faith and a firm belief that all children deserve permanent, loving homes, Harry and Bertha Holt began their lifelong mission in 1955. Overcoming legal and cultural barriers, they sought families for children orphaned by the Korean War. Today, Holt International strives to uphold the vision of its founders: to find loving homes for children regardless of race, religion, ethnicity, or gender.

Established overseas for more than six decades, Holt International is the model for international adoption and child welfare. World leaders seek the organization's expertise and child welfare organizations embrace their partnership. For more information on Holt International, please visit www.holtinternational.org.

About the Eugene Area:

Eugene, Oregon is located in the lush Willamette Valley, and is well-known for outdoor pursuits like running, cycling, rafting, and fishing, as well as the arts, music, crafts, brewing, wine-making, and community-supported agriculture. Eugene is approximately 110 miles South of Portland, the state's major metropolitan area, and is less than two hours from the Pacific Ocean to the West and the Cascade Mountains to the East. The Eugene/Springfield metropolitan area (population 215,000 and growing) is in a region noted for its dynamic quality of life and progressive cultural environment.

Essential Functions of the Role:

Fundraising

- Serve as the lead strategist designing and implementing organizational wide development activities that advance the mission of Holt International.
- Increase funding for Holt programs by developing, implementing, monitoring and evaluating long-range strategic marketing plans and development programs to generate funds for the budget.
- Create and implement modern strategies for cultivation of all donors, asks, annual fundraising events and appeals, annual giving and major gifts, foundation and corporate partnerships.
- Create funding pathways to support the continued growth of Holt's international and U.S. domestic programs.
- Assures strategies that require using technology for digital marketing, social media promotion and other technologies. Collaborates with technology team to improve Holt's external communications technologies, including digital marketing, online community building and deep analytics capabilities.
- Draft annual fundraising projections based on historical performance, current capabilities, and future economic trends. Develop written plans, goals, and strategies for achieving projected annual operating funds. Provide monthly analysis of progress toward annual fundraising goals.
- Oversee development strategy efforts in online fundraising, crowdsourcing, donor stewardship, gift entry and acknowledgement, database management, and donor research.
- Create and maintain select important relationships with high target donors, including identification, strategy development, cultivation, solicitation, data tracking, and stewardship.
- Research and bring forward strategies to diversify funding.
- Collaborate with board members, board committees, and staff on locating and cultivating funding opportunities.
- Verifies compliance with all relevant regulations and laws, maintaining accountability standards to donors and ensuring compliance with code of ethical principles and standards of professional conduct for fundraising executives.
- Oversee and drive a successful foundation grant and reporting program.
- Prioritize program and organizational funding needs by working closely with the CEO and International, Social Services, and Finance staff.

- Prepare the annual budget for the Development and Marketing Department for approval by the President and CEO and Board.
- Build and expand the pipeline of foundations, partners, donors, and relationships to further drive impactful and effective organizational funding growth.
- Assure Holt's ability to meet future opportunities to serve homeless children by recognizing new and better means of developing financial resources.

Marketing and Communications

- Direct the Marketing and Communications Teams and work collaboratively with other departments to ensure that fundraising and promotional strategies are consistent with Holt's organizational branding and communication objectives.
- Drive the strategic and creative direction of the organizations marketing programs.
- Leverage new marketing practices via video, web and email programs, demonstrating effective storytelling, leveraging social media and new technology to drive Holt International advancement strategies and programmatic growth awareness.
- Create, implement, and coordinate marketing requirements of all departments at Holt by managing the creation, production, and distribution of promotional and educational materials and coordinating all organizational communication in a way that reflects the uniqueness of Holt as identified in the branding process.
- Serve as an articulate and appropriate spokesperson and advocate for Holt International's mission and program in the funding community and elsewhere.
- Participate and attend community, national, and international events to establish strategic relationships for potential funding.
- Heighten public awareness of the plight of homeless and at-risk children and of Holt's ability to meet the needs of these children by ensuring that all outreach, constituency building, and public awareness activities of Holt are interrelated and convey a consistent message.
- Increase the number of adoptions at Holt by developing and implementing successful strategies for family recruitment.
- Publicly represent Holt International at meetings, conferences and with external constituency groups including community, governmental, and private organizations; building excitement for Holt International's funding/mission expansion.
- Manage and cultivate existing relationships to expand programmatic opportunities and revenue streams.
- Participate and attend community, national, and international events to establish strategic relationships for potential funding.

Staff Development and Leadership

- Lead teams with operational efficiency and effectiveness that is demonstrated by quantitative metrics and accountability.
- Direct organizational efforts to develop effective giving programs including sponsorship, direct marketing, planned giving, major gifts, donor acquisition, foundations, corporations, special events, donor recognition and acknowledgement.
- Provide leadership and vision for the Development/Marketing Departments by setting goals and objectives which are challenging, and consistent with organizational goals.
- Utilize deep development experience, strategy, and team oriented management to harness and benefit from the unique skills each team member brings to Holt International's mission.

- Exemplify leadership within the organization by contributing professional expertise as an active member of the Leadership Group.
- Mentor and develop staff using a supportive and collaborative approach: assigns accountabilities; sets objectives; establishes priorities; and monitors and evaluates performance and development results.
- Promote a culture of high performance and continuous improvement which values learning and a commitment to quality.
- Foster inter departmental collaboration, share knowledge, have transparent communication, and be accountable and committed to the highest ethical standards.
- Ensure staff members receive training and development in a timely and appropriate manner; assess and review department staff and make recommendations for changes as needed.

Qualifications:

- A true passion for Holt International's mission and strategic capacity to grow funding pathways and drive awareness for child welfare, adoption, and child protection programs.
- A proven track record of successes leading strategic program/business growth through the creation and implementation of technology driven and engaging marketing and development programs.
- Eight plus years of experience in fundraising/marketing preferably in a leadership capacity.
- Experience leading successful, comprehensive, and strategic fundraising or related programs.
- The ability to lead strategic advancement programs such as donor acquisition, sponsorship, planned giving, major gifts, direct mail, and grant writing.
- Experience working with foundation and corporate partners, including identifying prospects, cultivating and stewarding relationships, and overseeing the strategic development of proposals.
- Prior experience effectively managing, mentoring and motivating teams across a variety of development, creative, marketing and operations functions.
- A bachelor's degree in marketing, communications, philanthropy, or related field.
- Strong financial management and budgeting skills.
- Comfort with interacting and engaging a diverse set of stakeholders with respect and sensitivity, including senior executives, staff, volunteers, all types of donors, and vendors.
- The ability to build strong relationships, both internally and externally.
- Prior international work experience and/or understanding of opportunities and evolving roles of international NGOs.
- The ability to travel internationally up to 25%; this role must travel globally to build and maintain key relationships with donors, funders, government officials, NGO alliances and Holt constituents in a concerted effort to advocate policies benefitting orphaned and vulnerable children.

Compensation and Benefits:

This impactful leadership role offers the opportunity to work with devoted, mission driven professionals in a rewarding working environment located in a superb city that boasts relatively low cost of living. In addition to a base salary of \$125,000 - \$150,000 (commensurate with experience), this rewarding role also includes an exceptional benefit package including medical & dental, Paid Time Off (PTO) for vacation and sick time extended illness benefits, paid holidays (10/year), 403b plan, pension, FSA, life insurance, long-term disability, and a job you will love!



How to Apply:

For immediate consideration please email your resume and a cover letter describing your professional background, qualifications and salary requirements to Emily McMonigle, Search Associate via email to emparse@scionstaffing.com using the subject line title 'Holt International Chief Development and Marketing Officer.'

About Our Firm:

Scion Executive Search, a division of Scion Staffing, Inc., is a retained executive search firm connecting executive nonprofit leadership to nonprofit organizations and foundations across the country. Cultivated in the nonprofit sector, we provide expert search strategies and leadership for your organization. Our executive candidates are true agents for change, and we are experts at matching their talents, motivations, and passions to your organization's mission. Scion Executive Search has led hundreds of successful executive searches. Information about our firm and successes can be found online at www.nonprofitexecutivesearchfirm.com.

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