

Recruitment Profile

for

Vice President, Donor Engagement & Communications



equalityfederation

EQUALITY FEDERATION
Remote (U.S.)

LEADERSHIP TRANSITION | EXECUTIVE SEARCH | BOARD ADVISORY

POSITION DESCRIPTION

Title: Vice President of Donor Engagement & Communications

Organization: Equality Federation (equalityfederation.org/)

Reports to: Deputy Executive Director

Location: Remote (Anywhere in the contiguous United States with access to high-speed internet and an airport.)

ORGANIZATION OVERVIEW:

Equality Federation is an advocacy accelerator, rooted in social justice, working to advance equality and to protect the lives and rights of LGBTQ+ people. Since 1997, it has been building, supporting, and organizing a national coalition of 46 member organizations to solidify a state-based advocacy movement that is committed to advancing LGBTQ+ equality and defeating anti-LGBTQ+ legislation across the country. Through education, training, capacity building, constituent engagement, and leadership development, Equality Federation aims to ensure that every state has an active, informed, and fully equipped base of pro-equality advocates.

Equality Federation's work is rooted in the knowledge that the greatest opportunities for victories to improve the lives of LGBTQ+ people exist at the state level – where the work is hard, but the impact is direct and immediate. With coordinated 501(c)(3) and 501(c)(4) efforts, Equality Federation and its member organizations are advocating and engaging with local constituents to influence policy change. Equality Federation also provides cutting-edge technology, data tools, and campaign support to its members. From Equality Florida to Freedom Oklahoma to Basic Rights Oregon, Equality Federation is strategically and collaboratively amplifying the power of the state-based LGBTQ+ movement.

Under the leadership of current Executive Director [Fran Hutchins](#) (she/they), Equality Federation has grown from \$1.7 MM to more than \$3.5 MM in revenue over the last three years. The team has grown from 9 to 15 employees, with additional growth projected for the near future. The organization is governed by an 18-member, volunteer Board of Directors who represent the full lived and professional diversity of the LGBTQ+ community and includes leaders of partner organizations, allies, and champions of social and racial justice from across the country.

**EQUALITY FEDERATION HAS
46 STATE PARTNERS IN 39 STATES**



*To learn more about Equality Federation, please visit
www.equalityfederation.org*

THE OPPORTUNITY

The addition of this new Vice President, Donor Engagement and Communications position (and a peer V.P. position with responsibility for Programs) reflects the extraordinary growth and success of Equality Federation's work as well as the continued need to strengthen and support the state-based equality movement. This position offers the opportunity to join a visionary leadership team in continuing to build and elevate the Equality Federation brand and to drive strategy for deepening and broadening engagement with current and potential funders. One need only look at the number of anti-LGBTQ+ bills proposed by state legislatures this year to understand that the work of the Equality Federation and its state partners is perhaps more critical than ever.

REPORTING:

Reports directly to the Deputy Executive Director. Responsible for managing a staff of five (when fully staffed), inclusive of a 3-person development team and a 2-person communications team. Direct reports are the Director of Development and Director of Communications.

THE POSITION:

In this newly created position, the Vice President of Donor Engagement and Communications will provide strategic leadership and stewardship of Equality Federation's donor engagement, external relations, and communications functions and teams. A primary focus of this position will be elevating visibility and understanding of Equality Federation's brand with current/prospective funders, state and national LGBTQ+ partners, progressive policy & advocacy movement leaders, and the media. This position will work collaboratively with a talented and dedicated team to craft a compelling brand narrative and to tell the story of Equality Federation's work and impact.

PRIMARY RESPONSIBILITIES:

Leadership/Management

- Serve as a member of the Executive Leadership Team, which provides strategic oversight for the organization as a whole;
- As a member of the ELT, work with the Executive Director, Deputy Director, VP of Programs, VP of Operations, and VP of Finance to advance organizational vision, strategy, policy, and management practices;
- Contribute to Equality Federation's growth and success by working with the Director of Development, Executive Director, and the Board of Directors to secure funding for new initiatives;
- Ensure integration and coordination of Donor Engagement and Communications efforts across all departments.

Donor Engagement & Stewardship

- Create and implement strategies, programs, and tools to expand and diversify revenue among individual, corporate, and foundation funders;
- Oversee the collaborative development of an overall donor development strategy to deepen and expand relationships with current and potential donors and funders;
- Partner with the Director of Development to develop the strategies and infrastructure needed to increase raised revenue by 25% in the next two years through solicitation of major gifts, corporate, and foundation support;
- Help to create a culture of philanthropy and understanding of fundraising throughout the organization.

External Relations

- Represent Equality Federation and deepen relationships with all external audiences, including partners, funders, donors, state partners, with coalitions, at conferences, and in the media;
- Oversee constituent-focused external communications, ensuring the Executive Leadership Team, funders, state partners, and staff are informed on timely topics to assure a consistent and engaging message to the public.

Communications & Marketing

- Lead efforts to improve visibility and understanding of the Equality Federation brand and develop a consistent, strategic narrative for all audiences (funders, partners, Movement leaders, media, etc.);
- Develop and drive an integrated communications strategy, including marketing, public relations, and media relations;
- With the Director of Communications create communications plans and tools, including impact stories, annual calendar, and collateral material;
- Ensure communications efforts are aligned and coordinated to support Programs and Development teams to successfully achieve organizational goals.

CANDIDATE PROFILE:

You are an experienced, visionary, and collaborative leader of people and teams. You are a powerful storyteller with a history of defining and elevating an organization’s brand and visibility. You have a successful track record of creating funding/revenue plans and implementing strategies for donor engagement and stewardship. You can strategically and successfully connect the philanthropic interests of donors and funders with the impact of your work. You have experience in a progressive advocacy movement and a passion for social justice. You value diversity of thought, background, identity, perspective, and lived experience. You establish clear goals and objectives and can inspire, empower, and support your team to meet or exceed them.

IN 2022:



349 anti-LGBTQ+ bills were introduced

128 anti-trans bills were introduced

38

states had at least one anti-LGBTQ+ bill filed



13 states passed anti-LGBTQ+ bills

87% of the anti-LGBTQ+ bills
Equality Federation tracked were defeated



611 pro-LGBTQ+ bills were introduced

Required Skills & Experience (should have)

- Strong leadership and management abilities, including experience supervising development, donor stewardship and engagement, and communications teams of similar (or larger) scope and scale;
- Deep understanding of nonprofit funding and revenue generating programs and strategies;
- Successful track record of leading communications, branding, marketing, and/or public relations efforts;
- Exceptional communications skills, including writing, presenting, and public speaking;
- Proven history of creating and implementing strategies to expand an organization’s base of support among both individual and institutional funders;
- Experience building direct relationships with foundations, donors, donor networks, and donor advisors;
- Demonstrated personal and/or professional commitment to advancing LGBTQ+ equality, and supporting progressive movements, issues, and values;
- Strongly developed racial equity lens, and experience in social justice advocacy organizations and movements;
- Ability to travel within the U.S. up to 15 to 20% of the time.

Desired Experience (nice to have)

- Experience in organizations with both (c)(3) and (c)(4) arms;
- Previous donor relations and communications experience in a policy/advocacy environment;
- Experience or training as a front-line fundraiser;
- Formal media training and/or experience in media relations;
- Previous experience managing fully remote teams;
- Existing connections/networks in the national LGBTQ+ and/or allied social & racial justice movements.

Personal Characteristics

- Strong personal connection to the mission and goals of Equality Federation;
- Determination, focus, and ability to consistently deliver excellent quality work;
- Ability to lead collaboratively, with humility, approachability, and accessibility;
- Strong ability to delegate and to engage and empower the existing knowledge and expertise of one's team and peers;
- High levels of emotional intelligence, empathy, and self-awareness;
- Commitment to helping team members grow and learn by being a mentor, facilitator, and coach;
- Good judgment, professional maturity, and ability to maintain confidentiality;
- Capacity to remain focused under pressure and deliver against timelines;
- Able to work independently as well as within a team.

[NOTE: Research shows members of marginalized groups are less likely to apply for positions unless they meet 100% of a job description; please consider applying even if you don't meet all of these criteria.]



years of employment.

COMPENSATION:

Equality Federation is offering an attractive and comprehensive compensation package for this position, including salary of \$150,000 and the ability to work anywhere in the United States with access to broadband internet and a major airport. Benefits include health, dental, and vision insurance, Transgender Wellness Fund, flexible savings account, retirement plan with a 3% employer match, basic life insurance, AD&D and long-term disability insurance, \$100 per month pre-tax cell phone/internet allowance, 11 paid holidays, unlimited/required minimum time off, and a sabbatical after seven

CONTACT:

Kevin Chase Executive Search Group has been retained to lead this recruitment effort on behalf of the Equality Federation. Kevin Chase Executive Search Group works only with equal opportunity employers. No applicant will be discriminated against because of racial or ethnic identity, religion, sexual orientation, gender identity or expression, or disability.

To apply, please submit a complete resume with full employment history and a cover detailing your interest in the position and the professional and/or lived experience you believe make you a uniquely qualified candidate for this role. All inquiries, applications, or referrals will be held in strict confidence.



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Please note that all education, dates of employment, compensation and other information provided will be verified prior to an offer of employment.