THE LYNDE AND HARRY BRADLEY FOUNDATION

# JOB TITLE: Vice President for External Relations STATUS: Exempt

# REPORTS TO: President DATE: August 2016

# Position Summary:

The Vice President for External Relations will take a leading role in realizing that part of the Foundation’s vision statement which calls for Bradley to assemble sufficient resources, not only from the Bradley Foundation, but also from other foundations and individuals, to ensure the long-term success of the Foundation’s wide ranging programs. The executive will provide strong and effective leadership, direction, and coordination for the Foundation’s fundraising strategies and activities, enabling the organization to support the Foundation’s programs throughout the country. It is expected that the Vice President for External Relations will play a key role in identifying, cultivating, and soliciting major donors that will collaborate with the Foundation in funding conservative philanthropic interests. The executive will also serve as the President of the Bradley Impact Fund, a donor-advised fund affiliated with Bradley. This will likely involve partnering with an outside firm to develop and implement a sophisticated marketing campaign to expand our reach.

# Responsibilities Include:

* Thoroughly understand the Foundation - its history, mission, culture, program structure, operations, funding history, and potential, as well as be personally committed to the mission.
* Represent the Foundation to potential donors and serve as a public face, along with the President, Vice President for Program, and others before constituent groups, including major donors, foundation officers, and trustees.
* Develop and implement a short and long term fundraising strategy in concert with the President which is in alignment with the mission of the Foundation.
* Develop close working relationships with the President and work in strong partnership with the board of directors and other members of the staff.
* Partner closely/collaborate with program staff to develop strategies to increase resources for the Foundation’s wide ranging programs.
* Serve as President of the Bradley Impact Fund, a donor-advised fund affiliated with Bradley, which enables other donors to support many of the same programs and organizations funded by Bradley.
* Assume a proactive, creative leadership role in the identification, cultivation, and assembly of resources to attract major gifts and work with the President and members of the board to solicit key donors.
* Develop and monitor the efforts within the organization to analyze potential donor markets, maintain regular communications with active donors, and develop statistical information on fundraising initiatives.
* Initiate and maintain an interface with organizations with similar objectives and missions with regard to development initiatives. Additionally, obtain any necessary input on appropriate development trends and/or techniques from professional associations.
* Utilize state of the art technologies to advance the Foundation’s fundraising capability.

**Other Duties and Assignments:**

Other duties as may be assigned by the President or board of directors to fulfill the responsibilities of this position.

**Work Relationships and Scope:**

This position reports directly to the President. Manages the Marketing and Communications Manager and Development Coordinator. Frequent contact with all employees, board of directors, donors and potential donors, and other outside resources.

## **Measures of Performance:**

Quality, quantity, accuracy, timeliness and thoroughness of work performed; effectiveness of communications and development of good working relationships with the board of directors, President of the Foundation, employees, and outside resources; professional workplace appearance and conduct; adheres to Foundation policies and procedures; ability to keep Foundation information confidential

**Knowledge, Skills and Abilities:**

* Clearly demonstrate a commitment to the Foundation’s mission and the conservative principles and donor intent which underlie that mission.
* 10+ years of experience preferred; exceptional maturity and judgment.
* Broad-based fundraising management experience in positions with increasing levels of responsibility in an organization with a multi-million dollar operating budget.
* Proven experience identifying, cultivating, and soliciting major donors to conservative causes and organizations.
* Strong working knowledge of the programs and tools necessary to formulate effective fundraising initiatives across multiple target audiences, ranging from individuals to foundations.
* Proven capability to communicate at all levels of an organization from the staff to the members of the board.
* Ability to bring immediate credibility to the function through his/her personal presence, demeanor, leadership skills, and professional qualifications, and will project the highest levels of integrity.
* Evidence superior interpersonal communication and presentation skills throughout their career.
* Experience in either a public or private for-profit, or public policy organization, that embraces a strong mission and values-based philosophy.

## **Working Conditions:**

Work is performed in a pleasant office environment with minimal exposure to injury. Work hours are generally weekdays during normal business hours and will usually average 40 to 45 hours a week. This position requires national and international travel.

### **Acknowledgement:**

This job description describes the general nature and level of work performed by employee assigned to this position. It does not state or imply that these are the only duties and responsibilities assigned to the job. The employee may be required to perform other job-related duties as requested by the President. All requirements are subject to change over time and to possible modification to reasonably accommodate individuals with a disability.

Employee Signature Date