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# EXECUTIVE SEARCH ANNOUNCEMENT

**Organization:** The Greater Washington Urban League  
**Position:** Director of Philanthropy  
**Work Location:** In-Office / Hybrid  
**Location:** Washington, DC 20009  
**Salary:** \$140,000 to \$165,000

## ABOUT THE GREATER WASHINGTON URBAN LEAGUE

The Greater Washington Urban League (“GWUL” or “The League”) is on a mission to achieve a racially equitable metropolitan area and aim to ensure all Greater Washington regional residents benefit from the rewards of full citizenship. For decades, the League has stood on society’s front lines, serving as both a safety net and facilitator of opportunity in Washington, D.C., Montgomery County, and Prince George’s County, Maryland. As one of the region’s longest-standing civil rights organizations, the League continues to carve a distinct path towards justice and fair play by putting families first and focusing on the needs of children, the elderly, and everyone in between. GWUL has touched more than three million lives since 1938, guiding them down the road to self-sufficiency.

The Greater Washington Urban League is a 501(c)(3) non-profit civil rights and community-based organization. It is a member agency of the United Way of the National Capital Area and among the largest of over 80 National Urban League affiliates in the United States. GWUL is a HUD certified agency and employs staff that are certified financial counsellors. GWUL will continue to advance racial equity as a mechanism to achieve equality while also fueling the acceleration of economic self-reliance, political parity, and physical and mental wellness.

## ABOUT THE ROLE

The Director of Philanthropy is responsible for outlining the strategic direction of the development, marketing, and communication team, and for establishing and achieving annual goals and objectives in accordance with the organization’s mission and vision statements. The Director of Philanthropy will work closely with the CEO and CAFO to create advancement plans and institutional marketing goals reflecting the strategic goals of the institution. The Director of Philanthropy will significantly increase contributed revenue, earned revenue, high-impact partnerships, community awareness, and powerful connections with both GWUL’s existing stakeholders and emerging audiences. The incumbent is expected to value change management.

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## ESSENTIAL DUTIES AND RESPONSIBILITIES

According to the ADA 1990, reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Collaborating with the CEO and CAFO to identify and refine giving priorities and translate those priorities into compelling opportunities for philanthropy and persuasive proposals.
- Set and implement annual fundraising goals and manage funding and expense budgets.
- Set and implement special fundraising campaigns with the CEO and CAFO as needed. Work with each fundraiser to increase contributed revenue goals and donor satisfaction. Align these efforts with other development activities to assist in identifying and cultivating prospects for annual and endowment gifts, as well as with institutional marketing campaigns.
- Oversee the training, mentoring, and attainment of goals of the development team.
- Develop comprehensive plans and refine on an ongoing basis, strategies and approaches for use in communicating and marketing the organization's brand proposition and its CEO/board members' image to citizens, businesses, institutions, and media locally, regionally, nationally, and internationally.
- Work with the Marketing and Communications Manager to develop and implement an overall strategic plan for marketing and communications activities in support of the organization's priorities, manage the marketing budget, and create yearly marketing plans as well as individual campaigns for online, print, TV, and radio advertising and promotions.
- Develop yearly media plans and pitch stories that show the organization's depth and breadth as a community convener and educational resource.
- Ensure creation and development of marketing and sales materials for presentation to prospective customers/partners.
- Serve as an ambassador to communities served by the organization, playing a visible role in advancing new and existing relationships that lead to increasing levels of philanthropic support. Nurture relationships between the organization and corporations, foundations, individuals, and families.
- Implement an annual engagement plan to ensure that the organization is viewed as a community-wide asset and thought leader while strengthening community relations.
- Serve as a spokesperson and representative of the organization in the community by working with influential figures to promote a positive view of the organization.
- Conduct special projects and studies requested by the CEO and/or the Board.
- Work closely with outside community groups and organizations in coordinating public information, marketing, and promotional activities. Work directly with the CEO on organizational strategy, budgeting, and management.
- Develop and maintain working knowledge of industry best practices and competitors' activities.
- Partner with Senior Leadership to develop a pipeline of ideas to help identify growth opportunities, brand awareness, donors, relationships, and business development opportunities.



## QUALIFICATIONS

- Master's Degree in business, marketing, public policy, or related fields are strongly preferred.
- 10+ years of professional experience in development / marketing / sales / management / fundraising; Nonprofit experience preferred.
- Experience implementing comprehensive fundraising and change management strategies.
- Experience developing extensive marketing procedures.
- Efficient & effective in building client relationships.
- Passion for, understanding of, and alignment with the organization's mission.
- Strong communication, writing, and editing skills to ensure connectivity to the mission and appropriate style and usage.
- Strategic, analytical approach combined with a strong work ethic and interpersonal professionalism.
- Ability to manage and mentor staff. Proven interpersonal skills with an ability to build capacity in peers.
- Ability to oversee numerous projects and deadlines in a fast-paced environment with competing deadlines and take initiative in managing several projects with the utmost attention to detail.
- Strong affinity to diversity, equity, and inclusion work and practices.
- Solution-oriented critical thinker with strong problem-solving skills and a positive can-do attitude.
- Ability to work well independently and in a collaborative team environment.
- Proficiency with Microsoft Office applications, including Excel, is required.
- CRM experience, preferred
- Must be legally authorized to work within the United States.
- Must successfully complete a criminal background investigation.
- Experience working with people from diverse racial, ethnic, and socioeconomic backgrounds.



### How To Apply

GWUL has retained Impact Search Advisors by Nonprofit HR as their Executive Search Partner for this important hire. To be considered, applicants must submit a **resume and cover letter** via the Nonprofit HR website at

<https://nonprofithr.applytojob.com/apply/7bog4caMD7>

**Priority will be given to applicants who apply before March 28th, 2024**

**Please direct inquiries regarding this search to Hakimu Davidson, Senior Executive Search Consultant at [hdavidson@nonprofithr.com](mailto:h davidson@nonprofithr.com)**

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