



**POSITION PROFILE FOR
VP of Growth and Development
May 2022**

ORGANIZATION

The Steve Fund is the nation's leading organization focused on promoting the mental health and emotional well-being of young people of color. Through its work impacting thousands of students and families throughout the country, it aims to build and elevate systems that will create a more equitable future. The Steve Fund's people are experts working with the nation's leading colleges and universities, nonprofits, researchers, corporations, and mental health experts. The Steve Fund's vision is that every student and young person of color is fully supported by programs, services and institutional cultures that value mental health and well-being.

In its seventh year, the Steve Fund's reach is poised to expand dramatically, ushering in a transformational period of growth in funding, organizational capacity and impact. This transition comes at a moment when conversations about racial equity, mental health, well-being and the promise of America's young people of color are at the forefront of our nation's collective conscience. We have the potential to positively impact the lives of millions of young people of color in higher education and their early years in the workforce, and we see a digital-first strategy as the primary pathway to reach this scale. We are calling this strategy the Steve Fund's "digital transformation."

The Steve Fund is a virtual organization, with remote employees based throughout the United States. This position reports to the Executive Director.

POSITION SUMMARY

The VP of Growth & Development will be a senior member of the Steve Fund's (TSF) leadership team. This individual will lead both our fundraising efforts and our communication efforts. Some of the most important qualities that this individual will have are 1) approaching the work with a sense of urgency, 2) possessing of outstanding written and oral communication skills, 3) the ability to problem solve and help others problem solve as well, 4) deep people management skills, 4) superior reasoning and judgment skills and the ability to make quick decisions, and 5) careful attention to detail.

At a high level, the VP of Growth and Development will lead:

Marketing: Staying true to and protecting TSF's Sense of urgency, brand and reputation in image and voice. Designing, managing, and tracking lead generation programs. Raising TSF as 'the' thought leading expert in its field.

Partnerships: Finding and managing relevant and/or complimentary partnerships to extend TSF's reach and impact. This includes government relations and advocacy.

Sales: Managing a Sales team responsible for selling programs, services, and products to corporations, higher ed institutions, nonprofits and associations. This is a mission critical role as TSF moves from a philanthropic-funded only organization to a hybrid funded self-sustaining and philanthropic donation organization.

Fundraising: Identifying and applying for relevant grants to finance TSF and its mission. Managing individual donor programs. Maintaining and nurturing donor relationships. Implementation of a stewardship model.

This role reports directly to the Executive Director and will have peers in Program, Services and Product Development, Delivery and Management, and Business Operations with whom you will collaborate. You will manage a team of employees, consultants, and vendors to deliver against your goals.

RESPONSIBILITIES

In this role, you will have responsibility within the three main areas listed below:

1. Marketing

Brand Owner and Lead Generator

- Creating and protecting TSF's brand and its reputation
- Creating all client-facing communication, materials, or templates supporting other departments to ensure all client-facing materials adhere

to brand guidelines

- Creating external and internal communications
- Contracting and managing all creative resources (graphic design, copywriters/storytellers, creative, PR, and web agencies)
- Being the primary multi-channel lead generator for the organization
- Tracking and reporting on marketing campaign effectiveness and moving marketing dollars to the most impactful marketing approaches.

2. Partnerships

Extend TSF's Impact Reach

- Finding and managing relevant and/or complimentary partnerships to extend TSF's reach and impact
- Ensuring visibility for the Steve Fund in policy circles in Washington, DC and selected state capitals; creating partnerships with multiple policy and advocacy associations and professional societies in Washington, DC.
- Creating opportunities for Steve Fund leadership to testify at Congressional hearings, at White House-sponsored events, and at federal agency events and programs.
- Establishing formal and informal relationships with for-profit and nonprofit organizations that support education, public health, emotional well-being, and social justice.

3. Sales

Income Generator and Market Intelligence Feedback Loop

- Responsible for selling business against self-sustaining revenue targets by market segment
- Responsible for 'hunting' for leads through referrals, sales navigator, and other innovative approaches
- Growing existing client values (lifetime value)
- Feeding market intelligence (customer needs & preferences) captured through interfacing with prospects and customers back into the program and services team
- Preparing client agreements and securing client signatures
- Collaborating closely with the Program Delivery team to transition a closed sale into the implementation/delivery process

4. Fundraising

Income Generator

- Responsible for generating grant income against a financial income target
- Responsible for identifying and applying for relevant grants.
- Responsible for all donations and philanthropic dollars

QUALIFICATIONS

- Genuine interest in the mission of TSF
- Experienced brand owner and target marketer
- Strong writing, communication and editing skills
- Comfortable receiving input from colleagues and a lot of data, analyzing it and making recommendations based on findings
- Budgetary experience and comfortable with numbers
- Able to hold both the “big idea” vision and the specific details together in their heads at the same time. Vision, strategy and project management experience
- Grant management experience is a plus
- External partner management and relationship development experience is a plus
- Experiencing managing teams (internal and external). Demonstrated track record of uniting cross-functional teams.
- Comfortable working in a remote environment and through digital transformation
- Critical interest in The Steve Fund’s mission with a deep commitment to racial equity
- Non-profit experience desired

COMPENSATION

Salary Range 110-150K

TO APPLY

The Steve Fund is partnering with CNA International New York Inc. on this search. Please send resumes to sharron.cox@cnaint.com or contact her on 917 383 1453 for further information.

The Steve Fund’s dedication to promoting diversity, multiculturalism, and inclusion is clearly reflected in all of our content. Diversity is more than a commitment at The Steve Fund—it is the foundation of what we do.

The Steve Fund is committed to a policy of nondiscrimination and equal opportunity for all qualified applicants and employees without regard to race, color, religion, gender, sexual orientation, age, national origin, ancestry, disability or any other classification protected by federal, or applicable state or local law.