



LEADERSHIP
GREATER
HARTFORD

Wanted: a seasoned relationship builder with a great track record ready for a senior leadership role at LGH

Who are we?

Leadership Greater Hartford (LGH) is a high energy, productive organization that has earned a national reputation for innovation and excellence in the field of community leadership. We who serve this organization are passionate about our work. Our mission is to develop, connect and inspire diverse leaders to build strong and vibrant communities. We believe that the potential for leadership resides within everyone and that it can grow if continuously nurtured.

We advance our mission by:

- serving people of all ages and backgrounds through programs, services and events
- enhancing collaborative leadership skills and effective group process
- increasing self-awareness and community awareness
- building relationships
- promoting civic engagement
- facilitating community conversations on key issues
- strengthening organizations by building staff and volunteer leadership, program effectiveness and collaboration between and among organizations.

We believe that when we do this well, we help to create a culture of collaboration, civic responsibility and hope in our region and beyond.

If you connect to these ideas, share our values and are passionate about our vision...read on!

What exactly is the position?

The **Vice President for Development and Marketing** is a newly created position reporting to the President and CEO. LGH is at a point in its evolution that calls for a new structure, and this Vice President will be a key external voice of the organization, articulating and broadening the vision of the organization to its current supporters and potential stakeholders. The Vice President is responsible for strategy development and implementation activities related to inspiring, broadening and deepening support from constituents and funders. This individual will create and grow relationships to support and enhance the organization, its programs and services. The Vice President is a member of the President's Senior Advisory Team, the liaison/staff to the board's marketing and alumni engagement committees, and to our Legacy Advisors. The Vice President represents the organization in the community and must be able to substitute for the President if needed.

What exactly will this Vice President do?

It's a big job for sure! LGH serves more than 3000 individuals every year in its core programs, public and alumni events and learning experiences, and the consulting and training services we provide for about 50 organizational clients each year. Our budget of approximately \$1.4 million is funded by diverse revenue streams including tuition, grants, sponsorships, fee for service contracts, membership dues, registration fees and a growing number of individual donations. Business development, marketing, fundraising and alumni engagement comprise this Vice President's portfolio of responsibilities. Working collaboratively with LGH's multi-talented, productive and agile team, supervising one to three people and collaborating and supporting the work of all, the Vice President will be comfortable and experienced in oversight and hands-on roles.

A week in the life of the Vice President for Development and Marketing could include:

- Crafting the letter that will launch the annual fund raising campaign to raise at least \$180,000 (an increase of 10% from last year).
- Meeting with the head of community engagement for a major corporation to confirm the details of an annual donation to LGH you have secured that will include a sponsorship of **Polaris** (our annual fundraising gala), enrollment of several employees in our **Quest** program, and scholarships for students in **Summer Nexus** (our high school leadership camp).
- Working with our marketing manager and the program director of the **Executive Orientation Program (EOP)** to develop a strong marketing plan for the next offering.
- Attending a major community event where you will connect with several current and potential business clients and then passing on leads to the Director of Consulting and Training for follow-up.
- Reviewing and editing the monthly electronic newsletter and updating the LGH Facebook post.
- Having lunch with the director of talent management for a major Hartford employer to explore how **Quest** and **EOP** would support their goals.
- Attending a staff meeting for updates from colleagues and soliciting ideas for new alumni engagement strategies.
- Scheduling a meeting with the board's marketing committee and talking with the chair about agenda items.
- Calling a graduate of the **Third Age Initiative** to thank him for a recent donation and making a lunch date with him and his wife to explore their interest in making a planned gift to the LGH Endowment Fund.
- Preparing to welcome participants and introduce the facilitator at the next session of **Lessons in Leadership** and reviewing the list of 80 registrants to identify donors, business clients and sponsors you want to greet personally.
- Attending an evening **Leaders on Board** Express Match event to meet attendees and nonprofit organizations seeking new board members and to connect with potential candidates for **Quest**, **EOP** or other LGH programs; and
- Enjoying a Friday afternoon happy hour with some of your colleagues to celebrate a week well done!

This job could be for you if:

- You are a seasoned leader with a proven track record in fund development, relationship cultivation and marketing.
- You understand the “big picture” and the environmental trends and want to have a hand in helping to shape and steer the organization’s future.
- You understand and enjoy the mission-driven culture of the nonprofit sector but bring an entrepreneurial energy and approach to your work.
- You are skilled at securing new business relationships and are comfortable working and communicating with diverse constituencies.
- You enjoy and thrive on the satisfaction of helping individuals see how goals they care about can be achieved with their financial support.
- You are a skilled speaker and writer, as effective in interpersonal relationships as you are presenting to large groups.
- You are a skilled listener and a collaborative team player.
- You are organized and can ably manage competing goals and priorities.
- You can delegate and supervise others, but are willing and able to roll up your sleeves and apply your own skills and experiences to the work to be done.
- You are comfortable working within a starting salary range of \$80,000-85,000 with a generous benefits package, and recognize that this work provides many rewards that go beyond salary.

You get bonus points for:

- A love for Hartford and a deep understanding of the region’s challenges and assets.
- A personal network of business relationships across the sectors in the Hartford region.
- A personal history/connection with Leadership Greater Hartford, or another community leadership organization.

Are we talking about you? If so, please send your resume and a cover letter by May 30 to Larisa Kottke, Director of Finance and Operations at Larisa.Kottke@leadershipgh.org.