CHIEF DEVELOPMENT AND MARKETING OFFICER
Girls for Gender Equity

The Details

Location: Brooklyn, NY (hybrid)
Start Date: July 2023
Salary Range: $160,000 - $170,000 + Benefits (see Benefits & Culture overview below)
Reports To: Chief Executive Officer

The Opportunity

GGE is seeking a full-time Chief Development and Marketing Officer (CDMO). This role is responsible for developing and implementing all aspects of the organization’s annual fundraising plan, leading strong donor relations including cultivation opportunities, engagement initiatives, and stewardship as well as the identification, research, cultivation and solicitation of major gifts efforts ($50k and up) and planned gifts. In addition to development efforts, this position will develop and oversee marketing and social media planning, print and electronic materials, brand management and communication, and social media content.

Your Day-to-Day

40% - Fundraising & Resource Development
- Lead the Development Team (5 FTE) to identify, cultivate and steward strategic relationships with a diverse array of national funders to meet or exceed a $6M annual revenue plan;
- In partnership with the Executive Team, determine appropriate fundraising targets for private philanthropy and public agencies, in accordance with the strategic plan;
- Engage the Board of Directors in developing the plan for meeting fundraising and communications goals, and leveraging the time, talent and generosity of board members;
- Develop a comprehensive multi-year plan to meet annual organizational fundraising objectives;
- Lead team to manage all aspects of donor relations for the organization including foundations, corporations, major donors, public grantors, volunteer groups, and other contributors.

35% - Marketing
- Lead Marketing and Storytelling Team (5 FTE) to ensure that messaging and communication efforts reflect our brand positioning in all channels (website, social media, collateral, and campaigns) and drive improved results with donors, policy makers, alumni, community partners, and youth;
- Drive GGE marketing and storytelling that increases audience engagement, organization brand awareness, and resources;
The Development works

Non-conforming/non-binary social, Girls Success Organization People and Administration, Initiative-taker Demonstrated Flexibility, A Bachelor's degree required. Master's degree in related field preferred, equivalent experience considered; A strategic communicator with excellent writing, speaking, and listening skills; Flexibility, energy, and organizational skills to handle multiple projects in an entrepreneurial environment; Demonstrated ability to be innovative in building best practices; Initiative-taker with a strong work ethic and efficient, results-oriented approach; and High level of self-awareness and ability to give and receive feedback well.

The People

As an integral part of GGE’s C-Suite, this role will report to the CEO. The Chief Development and Marketing Officer works closely with the Executive Team and manages the Institutional Advancement Team that consists of both Development and Marketing and Storytelling.

The Organization

Girls for Gender Equity (GGE) is an intergenerational advocacy organization committed to the physical, psychological, social, and economic development of cisgender (cis) and transgender (trans) girls and women of color and gender non-conforming/non-binary (GNCNB) youth of color. GGE challenges structural forces -- racism, sexism, transphobia,
homophobia, economic inequality -- that work to constrict the freedom, full expression, and rights of trans and cis girls and young women of color, and GNCNB youth of color.

GGE’s work is grounded in intersectional Black feminism, positive youth development, strengths-based, eco-systemic social work practice and popular education theory. Our theory of change articulates our efforts to cultivate a culture and environment in which cis and trans girls of color and GNCNB youth of color are equitably supported to live free, self-determined lives; eradicate institutionalized barriers to gender equity; and dismantle all systems of oppression. We ultimately believe in and work toward a world where cis and trans girls of color and gender non-conforming/non-binary youth of color are free.

Benefits & Culture at Girls for Gender Equity

In addition to competitive salary, impactful work, and a great team, Girls for Gender Equity provides comprehensive perks and benefits. A brief overview:

Healthcare Coverage
- Org-sponsored medical, dental, and vision insurances (with plans available at no cost to the employee).
- We offer FSAs and HSAs with monthly contributions from the organization for eligible health plans.

Vacation and Paid Time Off (PTO)
- All full-time employees receive:
  - 12 paid holidays
  - Generous vacation & personal paid time off, increasing with tenure
  - Paid sick, bereavement, and parental leaves
  - Weekly time off to focus on wellness

Selected Perks and Culture
- Employees receive support to pursue training, coaching, public engagements, and professional licensing (in collaboration with employee supervisor).
- GGE prides itself on being a workplace where employees bring their full selves to work. We regularly work to ensure that our core values are part of our workplace practice and way of being. We foster generative learning & reflection.
- GGE’s current work model is a 10am–6pm work day with hybrid flexibility.

GGE is an Equal Opportunity Employer. GGE provides equal employment opportunities to all employees, job applicants, interns, and volunteers without regard to race, color, religion, creed, political association, ancestry, sex, sexual orientation, gender identity or expression, marital or partnership status, national origin, immigration or citizenship status, age, military or veteran status, pregnancy, caregiver status, handicap or disability, genetic information or characteristic, unemployment status, arrest or conviction record, credit history, status as a victim or survivor of domestic violence, sex offenses, or stalking, or status in any group protected by federal, state, or local law in accordance with applicable law.