



Employment Opportunity

POSITION: Vice President, Donor Engagement
REPORTS TO: President/CEO
EFFECTIVE AS OF: September 23, 2024

ABOUT US:

Nuestros Pequeños Hermanos (NPH) means "Our Little Brothers and Sisters" in Spanish. NPH transforms the lives of vulnerable children in Bolivia, the Dominican Republic, El Salvador, Guatemala, Haiti, Honduras, Mexico, Nicaragua, and Peru. Together, we help children overcome poverty and become productive, caring leaders in their own communities. Founded in 1954 by Father William Wasson, NPH is supporting nearly 8,000 children, both inside and outside our homes, ensuring they have a safe and nurturing place to live, an education, clothing, healthcare, and a strong family support system. In addition, NPH's St. Damien Pediatric Hospital in Haiti is the only pediatric medical facility in the entire nation of 11.5 million people, employing more than 500 Haitians and serving thousands of children and expectant mothers each year.

NPH USA, a fundraising organization for NPH International, is headquartered in Chicago with fundraising offices in three areas covering the West and South; Midwest; and East Coast. NPH International is headquartered in Mexico, with other fundraising offices in Europe, Australasia, and Canada.

Mission

NPH USA connects supporters' passions and interests to the transformational work of Nuestros Pequeños Hermanos impacting the lives of children, families and communities in Latin America and the Caribbean.

Vision

We envision a world where vulnerable children, families, and communities have access to the resources and opportunities they need to thrive.

Organizational Imperatives

- Honor Donor Relationships
- Fulfill Commitment to NPHI
- Live the Values of Fr. Wasson

Values

- Show GRATITUDE in all we do
- Foster authentic RELATIONSHIP and true connection
- Act with INTEGRITY always
- Accept RESPONSIBILITY for our mission and our commitments
- Work in COLLABORATION to achieve more together
- Operate with TRANSPARENCY and honesty
- Embrace DIVERSITY, EQUITY and INCLUSION, building a better organization and a better world

SUMMARY OF POSITION:

The Vice President of Donor Engagement (VP), serves as a key senior leadership team member and an active participant in developing, overseeing, executing, and measuring NPH USA's organizational strategy.

In partnership with the President/CEO, this individual leads our strategic focus to engage in effective marketing strategies that reach, inspire and connect donors to our mission and make it easy for them to participate in our work. This position serves as chief marketing executive and is responsible for all branding, marketing, communication and digital activities in building NPH USA awareness, engagement and funding.

The VP of Donor Engagement will have primary responsibility for establishing and implementing branding, marketing and digital engagement strategies. In support of the strategic plan, the VP helps develop and clarify the NPH USA product line, expand to underdeveloped markets, and embrace new approaches to fundraising, including advancement in digital communication, social media, peer-to-peer fundraising and other emerging platforms.

This individual oversees a team to connect and foster donor relationships, build visibility and impact, and secure financial resources. The VP will design and implement a comprehensive marketing plan (engaging external partners as needed) in building strategies and tactics to connect with current, new, and potential donors. Must have successful track record in management functions such as aligning executional plans with organizational outcomes, organizing, inspiring, and evaluating.

PRIMARY DUTIES AND RESPONSIBILITIES:

Fundraising Strategy & Plan

- Work with the CEO, CFO, and Donor Engagement Team to develop ambitious but realistic fundraising strategies and collaborate with entire leadership team to formulate tactical plan, accountability, and measurement metrics.
- Help identify and cultivate individual, corporate, and foundation philanthropic support.

Marketing & Brand Strategy

- Develop and execute data-based, omni-channel marketing strategy that will broaden and deepen the NPH USA donor network, advocates, partners, and volunteers to achieve sustained fundraising growth.
- Lead the marketing team (internal and external) to deliver best-in-class positioning, messaging, traditional and digital content, lead generation, and integrated campaigns.
- Lead all donor research, segmentation, and positioning efforts.
- Lead all creative & messaging efforts.
- Determine direction and necessary resources to pursue sound digital marketing and SEO strategy, leveraging existing communications channels and organizational assets.
- Design and execute mass media strategies and campaigns to heighten awareness and increase donor pipeline, acquisition, and financial support.
- Identify opportunities and methods to inspire, connect with and solicit financial support from current and prospective donors.
- Oversee the effective design and working of the NPH USA website as well as all digital fundraising forms and platforms.
- Develop, resource and execute annual/multi-annual communication plan/calendar synchronizing messaging cycles with key fundraising appeals and awareness building activities
- Determine KPIs and make data-driven decisions to hit organizational goals related to donor engagement, donor contributions, and donor satisfaction.
- Develop, manage, and allocate the marketing budget to meet short- and long-term strategic objectives.
- Partner across the organization to drive brand consistency and equity, externally and internally.
- Serve as an evangelist for our brand and mission.

NPH International

- Lead as primary marketing and communications liaison between NPHI and NPH USA.
- Ensure consistent positioning, messaging and integration of NPH(I) brand across NPH USA donor communications
- Identify and advance areas of joint benefit in advancing marketing and communication opportunities with other NPH fundraising offices worldwide.
- Integrate and build trust, rapport and marketing might with NPHI.

Private-Public Partnership Development

- Develop comprehensive and coordinated outreach and partnership strategies for increased mission impact.
- Identify and formulate strategic partnerships with like-minded public and private organizations.
- Explore and propose brand affiliations such as sponsorships, spokespeople, influencers, and co-branding opportunities.

Reputation Management

- Build organizational capacity, NPH reputation, and thought leadership.
- Lead Reputation Management strategy and work across teams and functions to execute.
- Contribute to growing our presence nationally to expand awareness and strengthen ties.
- Ensure NPH is adequately equipped with Issues, Crisis Preparedness, and Emergency Appeal plans.

Culture and Executive & Team Development

- Cultivate a team culture consistent with NPH and Father Wasson's values and that promotes high performance and accountability.
- Prepare CEO for media or stakeholder engagement opportunities: messaging, Q&A, media training.
- Support CEO with BOD communications and relations.
- Provide marketing insights and intelligence to Leadership team to support overall growth and strategic direction and help capitalize upon emerging opportunities.
- Recruit, lead, develop, and retain high-performing professional talent, creating a diverse, equitable, and inclusive environment focused on development and teamwork.

IDEAL EXPERIENCE AND PERSONAL CHARACTERISTICS

- Bachelor's or Master degree in marketing or related discipline; MBA preferred
- 10+ years of marketing experience, preferably in non-profit or related field
- 5+ years of senior level marketing leadership experience
- Proven leadership experience carrying out marketing efforts, including planning, prioritizing, and implementing strategy
- Demonstrated experience in building brand awareness, recognition, affinity, and conversion
- Excellent leadership, relationship, and interpersonal skills
- Creative, innovative, and entrepreneurial – able to bring new solutions and platforms to expand organizational impact
- Donor-centered and systems thinker
- Metric driven, demonstrated capacity for turning data into insight.
- High energy and passion for NPH USA's mission
- Spanish fluency / international experience preferred
- Willing to travel locally and internationally

HOW TO APPLY:

Send resume and cover letter to cglehker@nphusa.org. Please no phone calls or outside agencies. NPH USA is an Equal Opportunity Employer. We value diversity in the workplace and encourage applicants from all backgrounds to apply.