



Episcopal
Relief & Development

Chief External Relations Officer

Episcopal Relief & Development



Episcopal Relief & Development

Working Together for Lasting Change

Thank you for your interest in becoming the Chief External Relations Officer at Episcopal Relief & Development. This is a new role at the organization, one we see as essential to achieving the vision described in our strategic plan, *Working Together for Lasting Change, 2022-2030*.

The person filling the role will join an organization on the move. During my tenure, now nineteen years, the organization's revenue has grown at least fivefold, as has the staff. With each period of growth, the board has challenged us to be bold in our vision while remaining faithful to our core values and Credo. We are in the midst of transforming the organization once again.

Since our founding over 80 years ago as the Presiding Bishop's Fund for World Relief, Episcopal Relief & Development has worked with an extensive network of faith and community partners to advance lasting change in communities affected by injustice, poverty, disaster and climate change.

Inspired by our faith, we reach over three million people each year by focusing on four interconnected program priorities: nurturing the potential of caregivers and young children, reducing violence against women and girls, strengthening communities' resilience to climate change, and facilitating humanitarian response to disasters. Prioritizing asset-based community development, and together with our partners, we co-create and leverage what's working well to drive impact, learning, and sustainability.

The Chief External Relations Officer will be part of a leadership team of three reporting to me with accountability for meeting the strategic plan's transformational goals for the organization which include:

- Investing in expertise inspired programs and long term highly scalable initiatives based on our differentiated capabilities.
- Delivering financial and technical resources through local partner institutions and leaders.
- Growing hybrid funding through multiple channels: institutional, individual, and faith based.
- Expanding alliances with faith-based and other partners based on shared values.
- Advancing a values-based brand.


We understand that if we are going to have the resources to fulfill our ambitions, we will need to find ways of communicating outside of our faith community to attract interest and engagement with the organization. We will also need to grow our supporters well beyond the generous donors of The Episcopal Church.

Episcopal Relief & Development is highly entrepreneurial. We are in a secure financial position which gives us the freedom to experiment and innovate. We are not afraid to fail on our way to succeeding.

We're looking for someone who will bring fresh ideas to the table. We are faith-inspired and data-driven. Someone who embraces the use of metrics to inform decision-making is essential. We also know that to succeed we need to work together. Therefore, someone who is comfortable collaborating across an organization and embraces the ethos of servant leadership would be a good fit for us.

I hope this letter conveys the excitement we feel about the future and that you are inspired to consider joining us.

Sincerely,

A handwritten signature in blue ink, appearing to read "R. Radtke", with a long horizontal flourish extending to the right.

Robert W. Radtke
President & CEO

Candidate Pack

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01. Executive Summary

Episcopal Relief & Development is a faith-based non-profit organization with over 80 years of history. It was founded in 1940 by The Episcopal Church with the initial mission of assisting refugees fleeing Europe during World War II. Today, Episcopal Relief & Development partners with faith and community organizations to advance lasting change in communities affected by injustice, poverty, disaster and climate change. With a new strategic plan in place, the organization is poised to grow and expand its mission around the world.

Episcopal Relief & Development is seeking its first Chief External Relations Officer (CERO), an exciting and crucial role for the organization's growth. The CERO will lead a variety of areas within the organization, which include Advancement, Marketing & Communications, and Faith & Community Engagement. The successful candidate will have the opportunity to guide the organization on how to position itself to its current and prospective audiences, within and outside the faith community in order to expand its reach.

The successful candidate will bring over 10 years of strategic and leadership experience, supporting organizations during times of growth. Candidates from all faiths or no faith at all are welcomed and encouraged to apply.

If you are interested in learning more about this opportunity or would like to apply, you can reach out to Jomar Mercado at jomar.mercado@society-search.com or submit your documents here. Deadline to submit your application is on June 12, 2024.



02. About Episcopal Relief & Development

Episcopal Relief & Development is the compassionate response of The Episcopal Church to human suffering in the world. Hearing God’s call to seek and serve Christ in all persons and to respect the dignity of every human being, Episcopal Relief & Development serves to bring together the generosity of Episcopalians and others with the needs of the world.

It faithfully administers the funds that it receives from the church and raises from other sources. It provides relief in times of disaster and promotes sustainable development by identifying and addressing the root causes of suffering.

The organization cherishes its partnerships within the Anglican Communion, with ecumenical bodies and with others who share a common vision for justice and peace among all people.

Episcopal Relief & Development has the following core values:

- **Faith** – Faith in Jesus is at the center of our mission as an organization. It gives us the power and courage to follow Jesus’ example by serving the most marginalized and responding to human suffering.
- **Dignity** – We respect the dignity of every human being as they empower themselves and transform the communities in which they live.
- **Relationship** – We nurture and sustain our relationships with our partners, thereby, unlocking abundance wherever it may be.
- **Leadership** – We lead through learning and collaboration, inspiring creativity and innovation in all aspects of our work.
- **Excellence** – Being, doing and giving our very best is how we are good stewards of God’s abundance.

Key Leadership



Rob Radtke, President & CEO



Esther Cohen, Chief Operating Officer



Abigail Nelson, Executive Vice President & Chief Strategy Officer

For more information, visit <https://www.episcopalrelief.org/>.

02. About Episcopal Relief & Development Continued

Episcopal Relief & Development has developed a strategic plan that will guide the organization forward as it continues growing and expanding its mission. This plan is crucial as it will allow the organization to continue evolving and align with the world's current and evolving needs. The Chief External Relations Officer will be a key player in implementing this strategic plan.

Episcopal Relief & Development's Strategic Aims

- Invest in **expertise inspired programs**, long term highly scalable initiatives based on differentiated capabilities.
- Deliver financial and technical resources **through local partner institutions and leaders**.
- Grow hybrid funding through multiple channels: **institutional, individual, and faith based**.
- Expand alliances with faith based and other partners **based on shared values**.
- Advance a **Values-Based Brand**.

Episcopal Relief & Development's Strategic Imperatives

- Program Innovation & Scale
- Digital Transformation
- Stakeholder Engagement
- Organizational Health & Resilience

This strategic plan is called **Working Together for Lasting Change**. The goal is to equip 350,000 trusted agents in a movement to advance social cohesion and resilience for 4 million people annually around the world by 2030. Some of the areas where Episcopal Relief & Development works on are:

- Early Childhood Development
- Gender-Based Violence
- Climate Resilience
- Disaster Response.





03. Role Description

The Chief External Relations Officer is primarily responsible for strategic leadership and risk management for Episcopal Relief & Development's external-facing functions including: Marketing & Communications, Advancement, and Faith & Community Engagement. The position collaborates with the Executive Office and Board of Directors to develop, maintain, and leverage relationships with key stakeholders. Part of the Executive Office leadership team, this new role will drive the overarching growth goals for the organization and oversee key elements of externally facing strategy. Growth targets include increasing diversity of funding, advancing the organization's commitment to a values-based brand, and expanding alliances with stakeholders both within The Episcopal Church and beyond in line with the aims of the strategic plan.

Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

Key responsibilities will include:

Strategy

- Accountable to ensure all strategies drive towards the same overarching objectives and goals outlined in the current strategic plan.
- Accountable to develop metrics, objectives and action plans that define success for externally facing functions, measure outcomes, and drive decision making for marketing and communications, fundraising, and community and faith engagement.
- Accountable for developing and driving a strategy that creates integrated, and consistent oversight of the market research function collaborating with Advancement, Marketing & Communications, Faith & Community Engagement, and Innovation & Business Development.
- Accountable for developing and advancing a values-based market partnerships strategy collaborating with the Executive Office, Advancement, Marketing & Communications, Faith & Community Engagement, and Innovation & Business Development.
- As a member of the leadership team, collaborate and provide input on all initiatives relevant to the organization's strategic plan, using an enterprise-wide lens.

Board Relations

- With the President & CEO and Executive Office team along with current board members, identify and recruit additional board leadership, as appropriate.
- Staff board committees and cultivate collaborative working relationships with board members.
- Motivate and support board members' participation in Episcopal Relief & Development's External Relations activities.

Fundraising

- Accountable to ensure the long-term fundraising strategy maximizes the fundraising potential for Episcopal Relief & Development both within The Episcopal Church and beyond.
- Work closely and collaboratively with Business Development team, to support institutional fundraising and leverage giving potential of major donors.
- Advise the President & CEO and the Board of Directors on strategies for their personal involvement in achieving the advancement goals.
- Strengthen prospect research and the cultivation of current and prospective major gift and planned giving prospects.
- Develop multi-year fundraising projections and goals and institute regular and ongoing analysis of campaigns to ensure team is meeting projections (metrics).

Marketing & Communications

- Accountable to ensure the marketing & communications strategy heightens the visibility of Episcopal Relief & Development long term and promotes the organization's mission, strategic goals and objectives, and values-based brand before target audiences, both within The Episcopal Church and beyond.
- Accountable to establish key objectives, metrics and analytics that measure, illuminate and report on the impact of Marketing & Communications activities.
- Serve as a conduit between the Executive Office and the Marketing & Communications team,

ensuring appropriate and timely flow of pertinent information.

- Serve as connector and convenor between the Marketing & Communications, Advancement and Faith & Community Engagement teams to ensure constant collaboration and optimal efficiency and effectiveness.
- Serve as a public spokesperson for Episcopal Relief & Development, as appropriate.

Faith & Community Engagement

- Accountable to ensure the faith and community engagement strategy expands the reach of, and deepen loyalty to, Episcopal Relief & Development both within The Episcopal Church and with other faith-affiliated and values-aligned networks and organizations.
- Accountable to support and advance Faith & Community Engagement programming including but not limited to compelling Faith & Community Engagement curricula and materials; and volunteer engagement opportunities.
- Cultivate and enhance relationships with clergy and lay leadership of The Episcopal Church and in other faith communities to encourage involvement with Episcopal Relief & Development.

Supervisory Requirements

- Build, lead and mentor dynamic Advancement, Marketing & Communications and Faith & Community Engagement teams to execute the organization's strategy.
- Supervises and selects outside vendors and consultants as required.

04. Person Specification

The successful candidate will be expected to demonstrate evidence of the following skills, capabilities and experience:

Education and Experience

- A Master's Degree is required and/or equivalent professional experience.
- Ten (10) to fifteen (15) years of strategic leadership in one or more of the following: fundraising, faith and community engagement and/or marketing and communications.

Skills

- Experience working in an international relief and development organization or related field.
- Strong and proven experience leading successful fundraising efforts in a nonprofit organization
- Extensive strategic planning experience.
- Demonstrable project management experience
- Excellent interpersonal skills, including flexibility

- Proven experience stewarding major projects to completion on-time and within budget
- Risk management experience in the areas of reputation and fundraising
- Superior ability to work well with all levels of internal management and staff, as well as clergy and donors
- Skilled at working with board-level leadership and experience in board recruitment
- Successful motivator and mentor, relationship builder, effective communicator with considerable political savvy
- A demonstrated "builder" with creativity, energy and a drive to succeed
- Familiarity with and comfort working in an Episcopal and/or other faith-based organization
- Strong personal commitment to the mission of Episcopal Relief & Development
- Passionate about Episcopal Relief & Development's mission and impact
- Commitment to organizational values and cultural diversity, equity, and inclusion efforts in the workplace



Other Requirements

- This position can be remote within the United States, although attendance at the New York office will be required from time-to-time.
- The position operates in an office environment and makes the physical demands typical of that setting.
- The nature of the position and the work of Episcopal Relief & Development requires that staff be able to work outside normal business hours and weekends upon occasion, when reasonable and necessary.
- Both international and domestic travel will be required up to 25-50% of the time.

The position description is a guide to the critical duties and essential functions of the job, not an all-inclusive list of responsibilities and/or qualifications.

Position descriptions are reviewed and revised to meet the changing needs of Episcopal Relief & Development at the sole discretion of management.

Episcopal Relief & Development is committed to creating a diverse environment and is proud to be an equal opportunity employer (EEO). All employment practices will be administered without regard to an individual's actual or perceived protected characteristic(s) - race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, veteran status or any other legally protected status.

Episcopal Relief & Development offers reasonable accommodations for individuals with disabilities. You may request accommodation at any time.



05. Appointment Details and How to Apply

Episcopal Relief & Development is being assisted in this appointment process by the executive search firm Society (www.society-search.com).

Applications should consist of:

1. A concise covering letter (ideally no longer than two pages), addressing the criteria in the Person Specification
2. An up-to-date curriculum vitae
3. Names and contact details of three referees (although referees will only be approached at the final stage of the process, and only with your express permission)

General advice on how to write a **strong CV** and **strong covering letter** can be found on our website.

To upload your documents via Society's website, click [here](#).

The deadline for receipt of applications is midday on Wednesday, 12 June 2024.

Shortlisted candidates will be invited to interview after Thursday, 27 June 2024.

An appointment will be made subject to receipt of satisfactory references and background check. The appointed candidate will be offered a base salary in the range of USD \$210,000 to \$220,000 that is commensurate with their experience and the seniority of their new role.

We are committed to ensuring that anyone can access our application processes. This includes people with hearing, sight, mobility, and cognitive impairments. Should you require access to this document in an alternative format, wish to apply in a different format, or need any other reasonable adjustments made for you (including at interview), please contact us at inclusion@society-search.com. We also welcome suggestions or comments about any more general access improvements we should consider.





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Society is a global executive search firm and a certified B Corporation. 10% of our profits go to charitable causes through The Society Foundation. With colleagues in the United Kingdom, the United States, and New Zealand, we solve senior hiring challenges for responsible businesses and purpose-driven organizations around the world.

We believe that the right candidate, placed in the right organization at the right time, can initiate a chain reaction of transformative change that will help to deliver a more inclusive and sustainable future.

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