



**Job / Position Title:** Executive Director, Louisiana  
**Department:** Development/Mission Delivery  
**Supervisor:** President and CEO  
**Status & Classification:** Exempt  
**Date:** September 2022

Together, we create life-changing wishes for children with critical illnesses. From our humble beginnings with one boy's wish to be a police officer, we have evolved to be one of the world's leading children's charities, serving children in every community in the United States and its territories. With the help of generous donors and nearly 500 regional volunteers, Make-A-Wish Texas Gulf Coast and Louisiana is on target to grant 550 children's wishes this year.

#### Position Summary:

Make-A-Wish Texas Gulf Coast and Louisiana seeks to hire an Executive Director, Louisiana to lead the organization's efforts to grant wishes to children with critical illnesses throughout the state. This position, based in the Metairie office, will drive key functions in the territory including developing and driving a strategic fundraising plan, building existing and new relationships with major gift donors and corporate partners and maximize opportunities to leverage the impact of wish granting.

This role, new to the chapter, will serve on the senior leadership team of the organization and support the organization's strategic goal to double the number of wishes being granted by 2025. In addition, the Executive Director, Louisiana will represent the organization internally and externally, exercising independent judgment and discretion, and partner with and advise the President and CEO on issues related to fundraising.

The individual will have a proven track record of communicating a clearly articulated case for support, while identifying, cultivating, and closing large gifts. The individual will engage peers and other key stakeholders to develop a fundraising vision and strategy to generate revenue that is outcome focused and produces continued growth results.

#### Duties and responsibilities:

##### **Key duties:**

##### **I. Fundraising:**

- Achieve stated revenue targets, as determined in collaboration with the CEO and Vice President of Philanthropy.
- Design and implement a comprehensive development plan and fundraising program, which includes benchmarks and evaluation procedures focusing on the optimal combination of annual giving; major donors; multiple-year pledges/sustained giving; workplace giving; foundation and corporate grants; individual and corporate giving; and events.
- Maximize existing and establish new third-party fundraisers in the territory to inspire the community to fund the Make-A-Wish mission.
- Actively seek out and develop new opportunities for investment, revenue generation, and strategic partnerships.
- Identify, develop, and maintain long-term relationships with major donors, foundations, and corporate contributors.

- Collaborate with the CEO and Louisiana board members to manage and encourage board member Individual Development Plans and to leverage members' networks and experience.
- Identify, cultivate, and solicit personally, or prepare CEO or Board members to solicit, a significant number of major gifts and corporate sponsorships to meet or exceed revenue targets.
- Accurately forecast expected revenue and expenses from all fundraising activities.
- Work with the CEO to effectively and efficiently utilize the CEO's time in meetings with donors.

## **II. Transformational Organization Development:**

- In partnership with CEO, identify, recruit and engage new C-suite corporate and philanthropic leaders throughout the state of Louisiana, with a focus on market penetration in underrepresented communities.
- Work in concert with appropriate volunteers, community leaders and professional staff to coordinate successful strategic and tactical plans.
- Identify, develop and realize all potential opportunities and/or relationships that will increase the chapter's ability to raise funds and grant wishes.

## **III. Mission Program Leadership:**

- In partnership with chapter's Mission Delivery leadership team, ensure that wish granting, Referral & Medical Outreach and Volunteer Program execute the highest quality programs, activities and communications on behalf of the chapter.
- Provides organizational leadership, models organizational culture and behavioral expectations, and defines strategy as a member of the management team.
- Provide positive and professional representation on behalf of the chapter at events and promotions when deemed appropriate (as public speaker or participant).
- Develop relationships with current and new volunteers to meet critical needs for wish granting and special event fundraising initiatives.
- In partnership with the communications team, ensure that key communications are localized to represent the impact of the Louisiana division.

## **IV. Management:**

- Supervise a team as well as additional direct reports as the local organization continues to grow.
- Establish goals and evaluate staff members' performance annually.
- Ensure all appropriate record-keeping in Sales Force for effective moves management of portfolios.
- Set and achieve personal annual goals in fundraising and mission delivery.

## **Knowledge and Abilities**

- Ability to manage and prioritize multiple tasks effectively.
- Detail-oriented and well organized.
- Provide excellent customer service and representation of Make-A-Wish to external supporters and all wish families.
- Commitment to and a passion for the mission of Make-A-Wish Texas Gulf Coast and Louisiana.
- Confidentiality and personal integrity are essential.
- Experience with developing and implementing creative solutions to time sensitive work.
- Proficient computer skills in Microsoft Office and CRM database management (preferably Salesforce).
- Comply with National Performance Standards along with chapter guidelines and procedures.
- Adhere to all Make-A-Wish® America performance standards and Make-A-Wish® Texas Gulf Coast and Louisiana policies and procedures.
- Other duties as assigned.

## Desired Qualifications

- Seven to ten years of diversified fundraising experience in a nonprofit environment, including capital campaigns, major gifts, annual gifts, direct mail and corporate philanthropy.
- A minimum of 5 years of marketing/development diversified partnership experience.
- Proven track record and knowledgebase in identifying, cultivating/stewarding, soliciting, and closing major gifts and corporate sponsorships.
- Proven ability to close six figure gifts is preferred
- Bachelor's degree required; master's degree or advanced training in business, finance, nonprofit management, or related preferred
- Experience leading a team of direct reports and proven experience successfully leading an organization or department; the ideal candidate will bring senior level leadership experience
- Strong written communication skills with a keen understanding of how to write to and connect with different audiences.
- Ability to prioritize concurrent tasks and expertly manage projects, manage a high-volume workload in a fast-paced environment, delegate deliberately and ensure follow through, adapt quickly to changing priorities, and help set and meet moving deadlines.
- Results-driven with proven success leading and managing projects
- Excellent organizational, communication, interpersonal and time management skills
- Proven ability to work both independently and as part of a team, is self-motivated and proactive

## Working Conditions

This position will be based in the Make-A-Wish Metairie office. The position requires the individual to work in an office environment in a shared office space. Incumbent must be willing to work some nights/weekends and travel up to 25% within the territory and to chapter headquarters in Houston occasionally.

## Join Our Team of Inspired People Transforming Lives

We are more than a great place to volunteer - our work is life changing. We are an inclusive and diverse group of people who, through a mosaic of backgrounds, thoughts and experiences are united in purposeful work. We are fueled and guided by our values - values that are represented in the inspired people we work with and the transformational work we do every day.

*We respect and ensure equal opportunity, regardless of race, religion, ethnicity, national origin, age, gender identity, sexual orientation, disability, perceived disability and other legally protected characteristics.*