

# MORRIS & BERGER

## Position Description

### CHIEF EXTERNAL RELATIONS OFFICER

#### GIRL SCOUTS OF GREATER LOS ANGELES

(Downtown Los Angeles Headquarters)

#### GIRL SCOUTS OF GREATER LOS ANGELES:

In December 2008, six Los Angeles-area councils merged into a new, high-capacity, high-performance council. Girl Scouts of Greater Los Angeles' (GSGLA) dynamic Executive Leadership Team and Board of Directors are united in their focus on serving girls and adult volunteers throughout a 6,200 square mile jurisdiction. The Council's work is strengthened and enhanced through partnerships with myriad community groups, businesses, and other non-profit organizations.

In the diverse communities of Los Angeles County, and parts of Kern, San Bernardino and Ventura Counties, 150 full time Council staff work with over 40,000 girl members and more than 20,000 volunteer members to recruit and retain membership, deliver programs, organize and execute product and retail sales, maintain 20 properties, and assure the business of Girl Scouting supports the programs of today's girls. GSGLA is dedicated to inspiring girls everywhere to become leaders in our world. It is the fifth largest of the 112 councils in the country. For more information, please visit the website at <http://www.girlscoutsla.org>.

After celebrating 100 years of service to girls, Girl Scouts continues to stay relevant to the needs of society by empowering girls and young women. The national ToGetHerThere billion dollar campaign is dedicated to transforming the leadership landscape and breaking down the barriers that hinder girls from achieving success. GSGLA annually holds the ToGetHerThere Luncheon in honor and celebration of women who grew up as Girl Scouts and now hold influential leadership positions while inspiring 100 Emerging Leader high school Gold Award Girl Scouts. This event is more than a luncheon; the women and girls participate in networking and mentoring sessions and the girls have an opportunity to meet with executives from many organizations. The Gold Award is the highest honor a girl can achieve in Girl Scouting and it takes high school Girl Scouts over 80 hours of project management, community service, fundraising, and leadership application to earn this prestigious award. This year, GSGLA's annual Gold Award Ceremony celebrated 265 Gold Award Girl Scouts, the largest group in the nation.

For over a Century, Girl Scouts has engaged and inspired generations of leaders. GSUSA's proven programs have helped develop the leadership skills of more than 60 million women who have gone on to shape the course of our nation's history. GSGLA continues in this grand tradition, providing girls and young women with the values, life skills, and tools they need to discover themselves, connect with others, and take action to change the world (the Girl Scout Leadership Experience).

Girl Scouts is the largest girl serving organization in Southern California, and Girl Scouts is the world's preeminent leadership development organization for girls, with a mission of *building girls of courage, confidence, and character, who make the world a better place.*

## **RESPONSIBILITIES:**

As a member of the Executive Leadership Team, the Chief External Relations Officer (CERO) will report to the Chief Executive Officer and is responsible for building, planning, inspiring, implementing, and expanding all fundraising, branding, marketing, and advocacy activities. Direct reports include: the Director of Development and the Director of Marketing. The CERO will have oversight of the 12-member team and responsibility for major gifts, special events (including the ToGetHerThere Luncheon), annual campaigns, corporation/foundation relations, planned giving, fundraising auxiliaries, future capital campaigns, coordinating state and local advocacy initiatives in cooperation with GSUSA, and creating and building public and media relations, website development, online networking, social media channels, and an alumnae association.

Last fiscal year, fundraising accounted for approximately \$2 million in operating revenue (unrestricted) and capital construction. Tasked with increasing fundraising support to \$4 million by 2020, the CERO will develop a plan to achieve that goal together with the Chief Executive Officer and the Fund Development Committee of the Board of Directors. Success in this position also requires the ability to manage the development of effective marketing strategies and messages that promote public support. Approximately 75% of the CERO's time will be on development and 25% will be focused on marketing and communications.

A key member of the CEO's Executive Leadership Team of three C-suite leaders (Chief Mission Delivery Officer, Chief External Relations Officer and Chief Financial and Administrative Officer), the CERO participates in setting strategic direction and implementing local and national initiatives. Building internal and external capacity by aligning resources and systems with the vision, mission, and policies of the Council and GSUSA, the CERO will be a champion for culture change. Success will be reflected in the achievement of metrics and outcomes applied to the Council's development performance targets. While continuing to enhance programs and services throughout traditionally served areas of greater Los Angeles, GSGLA is focusing more and more attention on reaching more girls in low income communities and providing a safe environment where girls are encouraged to explore and excel with the help of positive adult role models. Increasing fundraising levels and developing philanthropic partners will greatly impact the realization/achievement of this key goal of the strategic plan.

Working in partnership with the CEO, the Executive Leadership Team, and the Board, as appropriate, the CERO has the following responsibilities:

- Working with the CEO and the Fund Development Committee of the Board of Directors to create broad-based achievable short and long range development plans to support the strategic direction of GSGLA.
- Developing annual operating and capital fundraising goals and driving fundraising activities to ensure that goals are being achieved.
- Staffing the Fund Development Committee of the Board and working closely with the Committee Chair and the Board as a whole to engage the Board of Directors in the organization's fundraising efforts and plans.

- Assisting in the identification and recruitment of potential board members and community members of board committees. Attending board and committee meetings as appropriate.
- Identifying, cultivating and soliciting individual, foundation and corporate prospects. Creating case statements and proposals for external funding opportunities, including for the annual ToGetHerThere Luncheon and other new fundraising opportunities as needed.
- Coaching and developing staff while modeling the three values of GSGLA: shared accountability, integrity and excellence.
- Managing the development of effective marketing strategies and messages that promote membership, volunteer development, program, product and retail sales, and public support.
- Ensuring that GSGLA puts forth a consistent and strong message and that the organization is presented in a strong, positive image, clearly articulating its mission, vision, programs and impact on the community.
- Effectively developing and maintaining influential relationships in the greater Los Angeles community to maximize awareness and engagement with families and funders and in identifying and developing opportunities to partner with organizations from the business, non-profit, and public sectors to maximize broad-based support for the Council's operations.
- Interpreting and promoting Girl Scouting in the greater Los Angeles community, to enhance the understanding and appreciation of its programs and its status as the premier organization for girls.
- Participating in National initiatives to align the Movement around external relations areas.

#### **TRAITS AND CHARACTERISTICS DESIRED:**

Leading candidates will embrace the principles of the Girl Scout Movement and will find its mission important and compelling. The successful candidate will think outside the box and be flexible, adaptable, and willing to thrive in an ever changing and fast-paced environment. With a high level of personal integrity, the CERO will fully model key behaviors and characteristics which represent the mission and values of the organization, including: teamwork, communication, respect, critical thinking, judgment, self-awareness, and priority setting. She/He will be an entrepreneurial leader with a strong dedication to customer service, particularly with a large and diverse volunteer base, and will establish and maintain a culture that is inclusive, consensual, team oriented, and respectful. Candidates should have an open, collaborative, team-oriented leadership style with the ability to motivate, coach and manage staff. A charismatic, articulate and persuasive presenter to large and small groups, the CERO will be able to effectively represent GSGLA to internal and external constituents, while building the respect of and maintaining excellent working relationships with a broad group of stakeholders. The successful candidate will have strong writing and editing skills, including speechwriting. She/He will be a strategic-minded individual who sets ambitious but achievable goals for herself/himself and for staff, and who can effectively develop and execute ideas. The ideal candidate will look forward to the challenges facing a complex organization and will be a visionary while at the same time a hands-on successful fundraising professional. She/He should have a positive attitude, strong work ethic, self-

initiative, good sense of humor, high energy level, and sincere sense of dedication to and enthusiasm for the mission of GSGLA. An ability to travel to national conferences and work weekends is required.

#### **CAREER TRACK LEADING TO THIS POSITION:**

The CERO should have a minimum of seven to ten years of progressively responsible and successful fundraising experience, management experience of diverse development professionals, and proven experience staffing board committees. Ideal candidates will have demonstrated success with individual giving and major gifts and a working knowledge of information systems and databases that support fundraising. Candidates will be expected to have demonstrated the ability to conceptualize and implement comprehensive development programs, including envisioning and articulating future direction. Although the CERO will have an existing donor portfolio, strong candidates will have experience building a donor base and be able to perceive the need for innovation. Knowledge of Los Angeles philanthropic community and media experience are preferred. Prior experience working with volunteers is a plus; working with a sophisticated, engaged Board is essential. A background in Girl Scouts, either as a (girl) Girl Scout, parent of a Girl Scout or volunteer is a plus.

#### **EDUCATION:**

A bachelor's degree is required with graduate degree in related field (MPA or MBA) preferred. A CFRE is a plus.

#### **COMPENSATION:**

Salary commensurate with qualifications and experience and a comprehensive, competitive benefits package will be provided.

#### **TO APPLY:**

Please direct inquiries, nominations, and applications, including resume and a compelling letter of interest in confidence to:

Karin Stellar  
Morris & Berger  
500 North Brand Boulevard, Suite 2150  
Glendale, CA 91203  
Telephone 818-507-1234 – Fax 818-507-4770  
[kstellar@morrisberger.com](mailto:kstellar@morrisberger.com)

*Electronic submission is encouraged.*

GSGLA is committed to equal employment opportunity for all qualified persons, without regard to race, color, national origin, ancestry, sex, religion, creed, age, gender, mental or physical disability, veteran status, medical condition (including pregnancy, childbirth and related medical conditions), genetic information, marital status, citizenship, sexual orientation, gender orientation, gender identification, genetic characteristics or any other classification protected by applicable federal, state, and local laws and ordinances. GSGLA will not tolerate discrimination or harassment based on any of these characteristics. GSGLA encourages all persons to apply.