



Senior Director of External Affairs

Department: Development and Marketing

Reports to: Chief Executive Officer

Classification: Exempt

Compensation: \$60,000-75,000 depending on qualifications and experience

To Apply: Please submit resume and cover letter to jobs@bdgsc.org.

Council Overview

With offices and camps in Charleston, Milton and Triadelphia, Girl Scouts of the Black Diamond Council serves approximately 7,000 girls and adults in 61 counties in four states - all in Appalachia. Girl Scouts is the world's preeminent leadership development organization for girls, building girls of courage, confidence, and character, who make the world a better place.

Why you want to work here:

- At Girl Scouts of Black Diamond, we have a clear vision: to be a place where a diverse mix of talented people want to come, to stay and do their best work. We are dedicated to promoting diversity, multiculturalism and inclusion among our staff and membership.
- Flexible schedules available.
- Comprehensive benefits package including Medical, Dental, Eye and Life insurance; 401K; flexible spending account; optional supplemental insurance.
- Free parking.
- Generous leave—3 weeks paid vacation to start, 12 sick days annually, 12 paid holidays annually PLUS the week between Christmas and New Year's.
- We are a dynamic, diverse, fun team of professionals who love providing a meaningful and impactful experience to girls and volunteers in our jurisdiction.

Position Summary:

The Senior Director of External Affairs is a key leadership position reporting directly to the CEO and will lead initiatives that build and execute brand, strengthen marketing and communications, and foster strategic partnerships. This is a senior leadership role that will oversee marketing and communications, fundraising and partnership initiatives, ensuring that we create and maintain relationships with stakeholders, communicate effectively with internal and external partners, garner resources in pursuit of our mission, and steward our brand in a way that honors and celebrates the experiences of our girls, families, alumni, staff, and communities. The position is critical to the fulfillment of GSBDC's mission in the execution of our strategic plan focused on developing the potential of our future women leaders.

The Senior Director of External Affairs will lead a department of five and will establish and achieve GSBDC's aspirational objectives through strong and innovative leadership of the external affairs function. The successful candidate must be able to translate strategic plans into specific short- and

long-term objectives and define metrics and accountabilities. The Senior Director of External Affairs will be the brand champion at all levels of the organization. Operating through influence, they will facilitate the building of strong relationships with senior management and employees across the organization. They will cultivate productive internal and external relationships across key stakeholder groups, and lead and influence across functional teams effectively.

The ideal candidate will have a deep passion for the Girl Scout mission, extensive leadership, and relationship-building skills. They will possess strengths in the following areas: leading strategic communications; inspiring and influencing individuals and groups; contributing to a high-performing, equitable and inclusive culture; developing an integrated marketing, communications, and fundraising vision; and managing others to outcomes. The individual will have a history of collaborating with diverse groups to develop impactful partnerships and achieve ambitious results. Successful candidates will use their transferable skills to raise a \$300k operating and growth budget. They will be energized by building relationships and enlisting supporters to the mission of Girl Scouts.

This role requires a broad range of skills including depth of knowledge of fundraising best practices, nuanced external relationship development and management, strategy development and implementation, strategic communications, and multi-stakeholder coordination.

Essential Job Duties:

- Work in partnership with CEO, COO, and CFO, to establish a presence in the community to increase the council's visibility and brand recognition
- Ensure that GSBDC 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
- Manage the development of effective marketing strategies and messages that promote membership, volunteer development, program, product and retail sales, and public support
- Work with the CEO and the Sustainability Committee of the Board of Directors to create broad-based achievable short- and long-range development plans to support the strategic direction of GSBDC
- Staff the Fund Development Committee of the Board 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
- With the CEO, effectively develop and maintain influential relationships in the greater Black Diamond 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
- Analyze market trends, gathers customer insights, and recommends changes to communications and marketing strategies and plans based on analysis and feedback
- Establish and cultivate relationships with local and mainstream media throughout the Council's service area. Prepare speeches and design presentations for senior leadership and or council initiatives
- Coach and develop staff while modeling the values of GSBDC and GSUSA
- Participate in National initiatives to align the Movement around external relations areas
- Attend board and committee meetings as appropriate
- Participate in the Council's strategic planning and budgeting processes
- Perform other duties as assigned

Skills & Qualifications:

- Bachelor's degree is required with a minimum five years' of progressively responsible and successful fundraising experience, management experience of diverse development professionals, and proven experience staffing board committees
- Ideal candidate 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
- Knowledge of Black Diamond philanthropic community and media experience are preferred
- Prior experience working with volunteers is a plus; working with a sophisticated, engaged Board is essential
- Leading candidate will embrace the principles of the Girl Scout Movement and will find its mission important and compelling
- Must be highly proficient in Microsoft Office including Word, Excel, and Outlook; must be able to learn, understand, and apply new technologies with ability to understand the basic data quality principles and practice
- Able to learn, understand, and apply tools in Salesforce
- Adaptability & Flexibility - responds positively to change, embracing and using new practices or values to accomplish goals and solve problems; adapts approach, goals, and methods to achieve solutions and results in dynamic situations; copes well and helps others deal with the ongoing demands of change; sees and shows others the benefits of change; recovers quickly from setbacks, and finds alternative ways to reach goals or targets
- Candidate must have excellent Interpersonal skills - establish rapport with others at all organizational levels; respect others; consider and respond to the needs, feelings, and capabilities of others; establish and maintain an open dialogue with others
- Must have demonstrated problem solving skills; can identify and analyze existing and potential problems systematically and thoroughly; report/document the problem; obtain and evaluate relevant information and contributing factors; identify important interrelationships; implement solutions after evaluating alternatives and anticipating their impact; support decisions or recommendations with data and/or reasoning; define and implement solutions to problems
- Strong writing and editing skills, including speechwriting; will be a strategic-minded individual who sets ambitious but achievable goals for self and staff, and who can effectively develop and execute ideas
- Be or become a registered member of the Girls Scouts of the United States of America; have a working knowledge of Girl Scout philosophy and programming and be committed to the Girl Scout mission. A background in Girl Scouts, either as a (girl) Girl Scout, parent of a Girl Scout or volunteer is a plus
- Ability to work flexible hours, including nights and weekends, and to be highly motivated, personable, articulate and diplomatic
- Have access to reliable transportation with insurance at required state level
- An ability to travel to national conferences and work weekends is required
- Experience building a donor base and be able to perceive the need for innovation

- Ability to sit and stand for extended periods of time
- Ability to lift, carry and transport at least 35 pounds