



Chief
External
Affairs
Officer
Opportunity
Guide





ABOUT THE NEW ORGANIZATION

Envision Unlimited and **United Cerebral Palsy Seguin of Greater Chicago** (UCP Seguin) are entering into a strategic partnership that will create a stronger advocate for people with intellectual or developmental disabilities and those with mental illness. Working together, they will be able to expand services, serve more people, and achieve greater effectiveness. To read the full announcement, including FAQs about the new partnership, please [click here](#).

This consolidation will bring together nearly 150 years of combined experience, building on each other's strengths, and filling in each other's gaps. Serving more than 4,000 individuals and families, programs include residential services, day supports, and employment for people with I/DD and serious mental illness. Additional programs include respite services for the I/DD population and specialized foster care for children with disabilities.

Jointly, they will be an even greater champion to improve the lives of those they serve. Their aim: to drive innovation that leads to better opportunities for members, creates collaborative systems, and promotes improved public policy. Their work enables people to live life without limits.

The two organizations will consolidate key aspects of their organizations into a third 501(c)(3) entity to enhance their overall efficiency and benefit their clients. Mostly, this means consolidating administrative functions such as accounting and finance, information technology, quality assurance, planning and strategy, facility management, as well as development, marketing, and communications, thereby providing additional support for the people they serve and for staff. It also means sharing a mission, name, brand, and strategy that will create positive impact on people with disabilities.

Envision and UCP Seguin will be partners, or "affiliates," of this new administrative entity. Within this federation structure, each organization will retain its 501(c)(3) nonprofit status and its Board of Directors. Each will continue to deliver the highest quality direct service possible while sharing a single mission, strategic direction, brand, and back office.

They have three overarching goals:

1. Achieve greater administrative efficiencies that will enable them to enhance their services.
2. Become more innovative to provide those they serve with more choice, independence, and opportunities to enjoy activities and be fully included within the larger society.
3. Leverage their larger size and efficiencies as benefits to funders and policymakers.

The vision for the new organization is for everyone with an intellectual or mental challenge to live a happy and fulfilling life without limits.

Its mission is to provide high-quality programs so that all people with disabilities, regardless of their ability, reach their full potential and achieve their greatest level of choice, independence, and inclusion in their communities.

As a multi-state organization, the main geographic area of focus is currently the Chicago Metropolitan area. However, the future of the organization(s) lies wherever individuals and families need services. Throughout their combined history, Envision Unlimited and UCP Seguin have promoted change and propelled innovation in the field. The new mission, currently under development, will incorporate values of maximum choice, independence, and inclusion for people with disabilities.



THE OPPORTUNITY: CHIEF EXTERNAL AFFAIRS OFFICER

The executive selected for the newly created role of Chief External Affairs Officer (CEAO) will lead all elements of externally facing strategy, driving organizational impact recognition and stakeholder engagement within the new organization and the federation structure. The CEAO reports directly to the CEO, serves as a member of the Executive Team, and leads a department of 8-10 Marketing and Communications, Development, and Government Affairs team members. The CEAO will lead initiatives that build and execute the organization's new brand, strengthen marketing and communications, foster strategic partnerships, grow the institutional and individual donor base, and expand relationships with policy makers, industry leaders, and other influencers and stakeholders. The development of a comprehensive strategic positioning vision, and the subsequent implementation of marketing and fundraising efforts, will define success in the CEAO's first three years.

The CEAO will create a best-in-class external affairs department that brings together three work areas and blends initiatives and cross functional projects resulting in the desired strategic outcomes, including:

- **Marketing and Communications:** develop a solid brand management program that will be the base of all media relations, public communications, and messaging to all constituencies and ensure both the broad-based public and targeted audience receive timely communication about the new entity's impact, successes, and need for support.
- **Philanthropy:** oversee all contributed revenue streams (individual and institutional) from multi-channel campaigns (traditional, digital, social media) that maximize volunteer and support engagement.
- **Government Affairs:** cultivate deep and effective relationships with key governmental stakeholders (city, county, state) in current and possible future service areas. Both independently and with executive and Board leadership, initiate engagement with designated officials on matters related to program participant concerns, family issues, and policy development/change.

PERFORMANCE OBJECTIVES

Leadership and Management

- As a member of the 5-person executive team, participate in entity-wide leadership and planning for overall organization direction and strategy.
- Provide leadership and management to the team for the planning, organization, evaluation, and execution of marketing, communications, and fundraising strategies. Track progress towards quantifiable goals and make mid-course adjustments, as necessary.
- Design and execute metric-based short- and long-term plans to achieve departmental goals, support the success of the organization's overall strategic and financial objectives, and establish key performance metrics connecting all areas.
- Develop and monitor departmental budgets.
- Play an active role in the strategic recruitment, orientation, and engagement of Board Members.
- Follow major trends or changes in local and national philanthropy and position the organization to respond to such trends.
- Select and supervise a team of high performing external affairs team members utilizing measurable performance evaluation criteria and ensure that performance standards meet the needs of the agency. The direct reports of this role include: Directors of Institutional Giving, Major and Planned Gifts, Individual Giving, and Marketing and Communications and a Government Affairs Contractor.
- Lead and manage staff through a lens of flexibility, openness to suggestions, and the ability to resolve/mitigate conflict.

Marketing and Communications

- Oversee the creation, implementation, and evaluation of a comprehensive marketing and communications program that will enhance mission and the organization's position with existing and new audiences.
- Further define and build, protect, measure, and promote the mission, brand, and history of Envision and its partner organization.
- Supervise the design, production, and effective multi-channel distribution of messaging, communication, advertising, and promotional campaigns.
- Ensure that proactive media, PR, and thought leadership strategies are designed and executed to stimulate media interest, build brand awareness, and convey messages. Manage regular contact with targeted media and timely responses to requests in conjunction with contracted consultants/agencies as appropriate.
- Provide leadership and support in all aspects of internal communication.
- Serve as a spokesperson to key external audiences and position the CEO and other organization leaders to interface with the media and other key influencers such as think tanks, academics, foundations, nonprofits, government and regulatory policy makers, associations, business leaders, and other key stakeholders.
- Devise and manage a robust digital and social media strategy and intelligence capability. Measure ongoing consumer and stakeholder engagement with the organization's brand, thought leadership, enterprise products, and advocacy efforts.
- Proactively identify potential crises and, with the Marketing and Communications Director, develop strategies to manage those crises with external and internal constituencies.
- Maintain effective communication with the CEO regarding events and proper preparedness for speaking engagements and presentations.



PERFORMANCE OBJECTIVES

Development

- Cultivate Board, donor, prospect, and key volunteer relationships necessary to provide leadership and support to all fundraising initiatives and programs. Work closely and lead the CEO, Board, staff, and volunteer leadership to expand the organization's fundraising program, performance, and donor base.
- Develop, oversee, and evaluate multiple strategies to raise funds from a broad base of individuals, institutions, corporations, foundations, government, and insurance across the service area and beyond.
- Work in tandem with the CEO and Director of Major and Planned Gifts to identify, cultivate, solicit, and steward a portfolio of major gift donors and sponsors in support of annual operating, capital, and special projects for the organization.
- Serve as Development Committee staff liaison and support Board Members and the CEO in moves management surrounding their philanthropic efforts/portfolios.

External and Government Relations

- Initiate engagement with government and civic officials; establish and strengthen relationships to further the organization's mission. Utilize contracted government affairs resources effectively.
- Develop strategies and oversee implementation to engage thought leaders, researchers, and policy makers in academia, government, and regulatory bodies (national, state, and local).
- Oversee advocacy efforts for legislation, funding, and administrative changes to advance the mission.
- Participate in public policy discussions as directed by the CEO.
- Oversee legislative activities to stay abreast on issues of importance to the organization on state and federal levels.

THE QUALIFIED CANDIDATE

Envision Unlimited and UCP Seguin seek an inspirational, savvy Chief External Affairs Officer; an entrepreneurial and motivating leader who will serve as the head strategist and primary executor of externally facing initiatives, elevating this vital nonprofit to a pinnacle of success in stakeholder engagement and philanthropy. The successful candidate will be a goal-oriented, dynamic leader with demonstrated and proven abilities in generating diverse revenue streams and managing teams of highly engaged and effective fundraising and marketing professionals.

The CEO will serve as an articulate, passionate, and visible spokesperson for the new organization and as a prominent fundraising face throughout the organization, among stakeholders, and in the Chicagoland community. The successful candidate will have a record of successful partnerships with a President/CEO and Board of Directors and have experience working with other senior leaders, effectively deploying them in service of communications and fundraising as appropriate.

Candidates must have served an organizational leadership team and held responsibility for all areas of marketing and fundraising in an organization with an annual philanthropy goal of at least \$5M and an operating budget of \$100,000,000 or more.

Specific Requirements Include:

- Demonstrated commitment to the mission of providing high quality programs so that all people with disabilities, regardless of their ability, reach their full potential and achieve their greatest level of choice, independence, and inclusion in their community.
- At least 10 years of senior leadership experience, with at least 5 years of experience in combined marketing and fundraising roles.
- Experience in successfully implementing major marketing and communications initiatives.
- Exceptional team and people management skills; deep commitment to and belief in developing others, with an ability to influence, inspire trust, and motivate others to achieve objectives, both internally and externally.
- Outstanding major gift and planned gift fundraising record in a complex nonprofit environment, with a sophisticated understanding of how to build an individual major donor pipeline, secure 6 and 7 figure gifts, and increase giving levels and revenue.
- Experience working with foundations and overseeing the development of proposals.
- Demonstrated ability to steer the development of an organizational brand and identity.
- Proven ability to build strong external relationships with a variety of volunteers, public leadership, partner organizations, and other stakeholders.
- Track record in financial management, stewardship, and developing strategies to successfully increase revenue.
- Strong analytic and strategic-thinking skills with a demonstrated ability to create, implement, and monitor complex plans, and translate those plans into goals and concrete strategies.
- Career track record that shows stability with an organization and capacity to develop and nurture relationships culminating in overall success.
- Bachelor's degree is required; Master's degree preferred.



HOW TO APPLY

To assure confidential tracking of all applicants, no applications will be accepted via email. All inquiries will be held in strict confidence. This position offers a competitive salary at + / - \$170,000 with strong benefits.

The new organization is an equal opportunity employer and does not discriminate on the basis of race, color, gender, religion, age, sexual orientation, national or ethnic origin, disability, marital status, veteran status, or any other occupationally irrelevant criteria.

This search is being managed by Laura Weinman, Vice President, and Kiana Martin, Project Coordinator of KEES. Questions may be addressed to kmartin@kees2success.com.

APPLY NOW

About KEES

KEES (formerly Alford Executive Search) is a nonprofit executive search firm that builds transformative teams and leaders. A woman owned and operated firm, KEES offers a full array of nonprofit consulting services including executive search, leadership development, interim staffing, and HR support. For more information, please visit www.kees2success.com.

