

EverFree Director of Advancement

Key Responsibility Areas

December 2024

Position Overview

The Director of Advancement at EverFree is a strategic leadership position responsible for driving EverFree's growth through effective fundraising, communications, and partnerships. This role works closely with the Advancement team, Grants Manager, and Freedom Lifemap Business Development Manager to ensure the alignment of strategies and efforts to meet the financial and mission goals of the organization. Reporting directly to the Chief Operating Officer, this role is key in advancing EverFree's vision, expanding its global network, and securing resources to fight exploitation and empower survivors.

Key Responsibilities:

Strategic Leadership & Oversight:

- Contribute to the leadership team by shaping and executing EverFree's long-term vision and strategic goals.
- Lead the execution of fundraising and communications strategies, ensuring alignment with EverFree's mission, revenue targets, and organizational goals.
- Supervise the Philanthropy & Partnerships Manager, Communications & Advocacy Manager, and collaborate with the Grants Manager and Freedom Lifemap Business Development Manager to integrate efforts across teams.
- Guide EverFree towards sustainable growth and global impact by developing strategies that advance its mission and strengthen financial stability.
- Foster collaboration across departments for effective fundraising, communications, and partnerships, ensuring that EverFree is positioned for long-term success.

Fundraising & Revenue Generation:

- Drive the development and execution of diversified fundraising strategies, including major donors, corporate sponsorships, individual giving, and collaborate with Grant and Impact Manager to secure foundations, and government funding.
- Build and nurture key donor and strategic relationships, achieving EverFree's financial goals while increasing engagement and retention.
- Lead the creation of comprehensive donor stewardship programs to ensure donors feel valued, engaged, and informed about the impact of their contributions.
- Oversee timely communication with donors, including acknowledgment letters, impact reports, and personalized updates.

Partnership Development & Business Expansion:

- Cultivate and manage strategic partnerships with key stakeholders, including donors, sponsors, corporate partners, and global organizations, to increase EverFree's support base.

- Actively represent EverFree and drive the development of a robust partnership pipeline by identifying new prospects, nurturing existing relationships, and strategically positioning EverFree for sustainable, long-term success.
- Collaborate with the Freedom Lifemap Business Development Manager to promote the Freedom Lifemap globally for financial sustainability.
- Work closely with the Grants Manager to align partnership development efforts with funding strategies, identifying synergies that strengthen EverFree's revenue streams and impact.

Communications Strategy & Brand Management:

- Develop and execute a comprehensive communications strategy that supports fundraising, increases public awareness, and enhances donor engagement.
- Lead storytelling efforts to effectively communicate EverFree's impact and mission to audiences segments: donors, stakeholders, and the wider community.
- Ensure consistency in EverFree's brand messaging across all channels, promoting the organization as a leader in the fight against human trafficking.

Strategic Event Planning & Management:

- Guide strategy for fundraising and awareness-building events, ensuring they efficiently align with EverFree's strategic goals and provide a platform for donor engagement.
- Work with the Advancement Manager/Associate to optimize event execution, ensuring effective outcomes in donor engagement and revenue generation.

Performance & Impact Tracking:

- Monitor fundraising performance, donor engagement, and communications efforts, adjusting strategies to meet organizational goals.
- Collaborate with the Grants Manager to track outcomes and impact for funders, ensuring accurate and timely reporting.

Policy & Compliance:

- Ensure all fundraising, communications, and partnership activities comply with ethical standards and EverFree's policies.
- Promote ethical storytelling practices and ensure compliance with donor privacy and regulatory standards.

How will I know that I'm successful in this role?

- Achievement of Key Performance Indicators (KPIs) and EverFree's revenue goals.
- The Advancement team is well-organized, aligned, and has the resources and support to effectively meet revenue goals.
- Clear understanding, communication, and execution of EverFree's strategic plans, programs, and brand vision, motivating community engagement.
- Donors are consistently engaged, stewarded, and receive timely communications.

- Best-in-class relationships with donors, global givers, power philanthropists, team members, partners, and the broader sector.

What is needed to perform my role with excellence?

- Bachelor's degree required, with a minimum of 3 years of experience in non-profit fundraising, business development, or sales
- Proven track record in developing and executing business development strategies, building strong relationships, and securing diverse funding.
- Exceptional written and verbal communication skills with the ability to present complex ideas clearly and persuasively.
- Strong organizational and management skills, capable of managing multiple projects and meeting deadlines.
- Knowledge of fundraising software and CRM systems.
- Ability to work collaboratively, and lead teams effectively.
- Strategic thinking with the ability to translate plans into actionable outcomes.
- Problem-solving mindset, maintaining professionalism under pressure, and bringing new ideas and approaches to challenges.
- Familiarity with anti-exploitation efforts, and/or global human rights issues.
- Experience or in international and cross-cultural work.

How will I know if I'm a cultural fit at EverFree?

- Passionate about ending exploitation and motivated by the mission.
- Thrive in a remote workplace, balancing informality with productivity.
- Hungry for impact but humble in approach.
- Optimistic, self-starting, and driven by a strong sense of purpose.
- Collaborative, kind, and persistent in achieving goals.
- Self-aware, willing to learn, and open to feedback and growth.
- Demonstrates strong work ethic and treats team members with respect.
- Ownership mentality: embraces both problems and solutions.

We Offer You More than Just a Job:

- Professional Development – We invest in continuous learning and provide opportunities for personal and professional growth.
- Personal Rewards – Join a mission-driven team tackling one of the world's most pressing issues.
- Total Rewards – Comprehensive compensation, benefits, healthcare, and work-life integration programs.

EverFree is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran, or disability status.