

# VPM



## Vice President of Philanthropy

# About Virginia Public Media



## Enriching the Lives of Virginians Since 1961

VPM is dedicated to enriching the lives of Virginians through informative, educational, and culturally engaging content. As a non-profit public media organization, VPM has a proud history dating back to 1961 and a strong commitment to serving the Commonwealth of Virginia. In 2019, VPM rebranded to better reflect its mission, which spans television, radio, and digital platforms.

Serving two million people across Virginia, VPM operates public television stations VPM PBS, VPM Plus, VPM PBS KIDS, lifestyle channel VPM Create and international program channel VPM WORLD, as well as Richmond NPR station VPM News (88.9 FM) and VPM Music (107.3 FM, 93.1 FM and 88.9-HD2). In the Northern Neck (89.1 FM) and Southside Virginia (90.1 FM), listeners receive a combination of news and music. Audiences can access VPM online at [VPM.org](http://VPM.org) and on Facebook, Twitter, Instagram and YouTube.

# The Position



## VPM seeks a strategic and passionate Vice President of Philanthropy to support the future of VPM.

### Role Overview:

The Vice President of Philanthropy at VPM is a strategic leadership role responsible for developing and executing fundraising strategies that drive individual giving, supporting VPM's mission and fostering revenue growth. This role, working in collaboration with the President/CEO, plays a pivotal part in cultivating a culture of philanthropy that transcends traditional transactional fundraising, focusing on the development of deep, enduring relationships deeply rooted in the mission.

### Key Responsibilities:

- Develop and execute comprehensive fundraising strategies to meet annual fundraising goals, with a focus on eight-figure targets, utilizing a range of fundraising channels.
- Collaborate closely with the President/CEO and work with internal and external stakeholders to foster a culture of philanthropy within VPM.
- Lead, manage, and mentor the Development team, overseeing recruitment, training, and performance evaluations.
- Provide strategic guidance on fundraising initiatives, leveraging a deep understanding of VPM's core values and mission.
- Plan and execute fundraising events and outreach activities to engage donors and raise funds. This includes organizing galas, donor appreciation events, and other fundraising initiatives.

# The Candidate



## **Seasoned Fundraising Visionary**

Our ideal candidate boasts over a decade of progressive experience in fundraising, with a focus on both individuals and institutions. They have a remarkable history of securing major and planned gifts for non-profit organizations.

## **Strategic Growth Catalyst**

We require a strategic mastermind who can develop and execute fundraising plans across various channels. This includes but is not limited to direct mail, digital campaigns, email outreach, planned giving, membership drives, and mid-to-major level giving. Our candidate is known for orchestrating multi-faceted fundraising strategies that produce outstanding results.

## **Prospect Development Maestro**

Our ideal candidate possesses the unique ability to strategically advance individuals and institutions, including foundations, along the prospect development continuum.

## **Board Engagement Expert**

Our candidate is skilled at engaging and mobilizing boards for effective solicitation efforts. They provide regular, informative development reports to track progress against fundraising goals.

## **Passionate Philanthropy Ambassador**

Our chosen candidate will serve as a passionate ambassador of philanthropy, spreading the word and generating excitement about our fundraising goals and progress.

## **Donor Relations and Growth Virtuoso**

We are looking for someone who can manage and assess a comprehensive donor relations plan to support fundraising efforts. Our candidate proactively maintains contact with donors and educates them on the impact of their contributions. Additionally, this person excels at designing and executing strategies for retaining and expanding the donor base. They have experience in creating and managing interactive and engaging donor and fundraising events.

# The Candidate (continued)



## **Resourceful Fundraising Expert**

We seek a candidate with a knack for sourcing new fundraising opportunities or revenue streams. Experience with budgets and revenue forecasts is essential.

## **Leadership Luminary**

With more than five years of experience in managing and motivating development teams, our candidate excels at cultivating a high-achieving environment that drives growth. Our candidate has a proven track record of providing leadership, guidance, and strategic oversight to major giving and membership staff, contributing to the planning, development, and implementation of successful fundraising strategies.

## **Capital Campaign Champion**

Experience with successful capital campaigns is a must. The candidate should be prepared to learn from our current capital campaign (Media That Moves Us Forward) and lead future campaigns once our new headquarters is open.

## **Tech-Savvy CRM User**

Experience working with customer relationship management (CRM) software is highly desirable.

## **Adaptable and Driven**

Our ideal candidate is skilled in navigating multiple priorities and adapting to transformational changes.

# VPM

Applications should be submitted at  
<https://driwaterstonehc.com/vice-president-of-philanthropy-VPM>

All first-round interviews for this position will take place via video conference with DRiWaterstone.

DRiWaterstone is a women-founded and led executive search firm recognized by Forbes magazine as one of the leading executive recruiting firms in the U.S. With a focus on purpose and mission-driven organizations, we provide executive search and strategic consulting services to help regional, national, and international clients grow, thrive, and excel.

**Salary:** \$150-\$165K

***Equal-opportunity employer:***

VPM provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and professional development.