



Mission: *“As a dynamic media force, GLAAD ensures fair, accurate, and inclusive representation that rewrites the script for LGBTQ acceptance. GLAAD tackles tough issues to shape the narrative and provoke dialogue that leads to cultural change. GLAAD protects all that has been accomplished and envisions a world with 100% LGBTQ acceptance.”*

www.glaad.org
New York, NY
Hybrid Employment

VICE PRESIDENT, CORPORATE PARTNERSHIPS

ABOUT THE OPPORTUNITY



Founded in 1985, GLAAD is a not-for-profit organization focused on LGBTQ advocacy and cultural change. GLAAD works to ensure fair, accurate, and inclusive representation and creates national and local programs that advance LGBTQ acceptance. Serving as a storyteller, media force, resource, and advocate, GLAAD tackles tough issues and provokes dialogue so that authentic LGBTQ stories are seen, heard, and actualized. GLAAD strives to protect all that has been accomplished and helps create a world where everyone can live the life they love.

GLAAD is at a pivotal moment in its history. As the organization looks forward to its 40th anniversary, GLAAD intends to double philanthropic and earned income to \$40 million annually in the next five years to pursue the ambitious expansion of its programs and impact.

GLAAD seeks an exceptionally creative and resourceful Vice President, Corporate Partnerships to create and operationalize a creative strategic plan for corporate partnerships, with the goal of tripling philanthropic income from corporations from \$12 million to \$36 million in the next five years. The successful candidate will realize GLAAD's inspirational vision for growth by leading the dramatic expansion of existing corporate partnerships, encouraging the retention of existing partnerships, and strategically identifying and targeting new corporate prospects. They will design, meet, and surpass ambitious annual financial goals for corporate partnerships by further elevating the existing program, finding efficiencies, and integrating best practices. The candidate will carry a portfolio of GLAAD's top corporate prospects and donors, with a steadfast focus on soliciting and closing top gifts. They will leverage marketing, human resources, and employee resource group budgets to expand and diversify corporate support.

The ideal candidate will be an active crusader for the enterprise with the demonstrated ability to dramatically scale a corporate partnerships program, ideally with experience in the for-profit sector. They will build deep, collaborative relationships across GLAAD with executive leadership, colleagues, and staff to ensure an integrated approach to corporate sponsorships. The Vice President, Corporate Partnerships will strategically engage the President and CEO and Chief Revenue Officer in public outreach and fundraising activities related to corporate partnerships, providing meaningful engagement opportunities and effective support.

The Vice President, Corporate Partnerships will report to the Deputy Chief Revenue Officer. The successful candidate will lead a team of three corporate partnerships professionals, with the opportunity to recruit and mentor an additional two corporate partnerships gift officers. They will further mentor, coach, supervise, and ensure accountability for the corporate partnerships team to help them excel in their work and grow professionally. The candidate will lead moves management for the corporate partnerships team and regularly organize their portfolios.

The ideal candidate and their team will partner closely with the GLAAD Media Institute, which provides consulting and training for corporate clients, to ensure an integrated and comprehensive approach to corporate engagement.

GLAAD has retained [Freeman Philanthropic Services, LLC](#) to assist on this critical recruitment.

ABOUT GLAAD

Founded in 1985, GLAAD is a non-profit organization focused on LGBTQ advocacy and cultural change. GLAAD works to ensure fair, accurate, and inclusive representation and creates national and local programs that advance LGBTQ acceptance. Serving as a storyteller, media force, resource, and advocate, GLAAD tackles tough issues and provokes dialogue so that authentic LGBTQ stories are seen, heard, and actualized. GLAAD strives to protect all that has been accomplished and helps create a world where everyone can live the life they love.

GLAAD – the world's largest Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ) media advocacy organization – increases media accountability and community engagement that ensures authentic LGBTQ stories are seen, heard, and actualized.

GLAAD's founders battled discrimination with facts and compassion from the start, as the handful of journalists in 1985 saw family members dying of AIDS, a government unwilling to help, and inflammatory headlines overwhelming newsstands. GLAAD has had a direct impact on inspiring positive LGBTQ cultural representation by nurturing understanding and holding social media platforms accountable for misinformation.

To read more about GLAAD's extensive programs, events, and services, please visit www.glaad.org.

LEADERSHIP



Sarah Kate Ellis, President and CEO

Sarah Kate Ellis was named President and CEO of GLAAD in early 2014 after a successful career as a media executive.

In short order, Ellis refocused GLAAD's crucial advocacy to accelerate acceptance of the LGBTQ community through a variety of compelling and effective initiatives, campaigns, and programs.

A powerful communicator, Ellis has used GLAAD's position as the world's leading media advocacy organization to demand fair and accurate coverage of the LGBTQ community. Ellis also commissioned GLAAD's annual Accelerating Acceptance report, providing a window into national sentiment towards the LGBTQ community. In 2018, Ellis launched the GLAAD Media Institute (GMI), which focuses on research into LGBTQ representation and acceptance, consulting on LGBTQ storylines in media and Hollywood, and training activists on LGBTQ media advocacy and storytelling that creates change. Over the past few years alone, the GLAAD Media Institute has trained over 10,000 people and

consulted on hundreds of media projects. Ellis is also the Executive Producer of the GLAAD Media Awards, which is the most visible LGBTQ awards show in the world. The GLAAD Media Awards recognize and honor media for their fair, accurate and inclusive representations of the LGBTQ community and ultimately raise the bar for LGBTQ inclusion across all forms of media.

Under her leadership, Ellis has evolved GLAAD from a media watchdog organization to one of the most powerful cultural change agents across industries. At a time when LGBTQ issues were being largely left out of the mainstream conversation, Ellis, GLAAD, One Iowa, and The Advocate co-hosted the first Presidential Candidate Forum on LGBTQ issues during the 2020 election cycle in September 2019. This was the first time an LGBTQ-focused Presidential forum had taken place since 2007. In December 2019, Ellis & GLAAD also worked through the media and behind-the-scenes with The Hallmark Channel to reinstate TV ads which were pulled from air for featuring a same-sex couple. In response to the unique and disproportionate challenges facing LGBTQ people during the pandemic, Ellis executive produced "Together in Pride: You are Not Alone," a digital event which highlighted the LGBTQ response to COVID-19 and raised critical funds for local LGBTQ centers providing life-saving services.

Ellis earned her B.A. from Russell Sage College and also attended the Tuck Executive Education program at Dartmouth. Ellis and her wife Kristen are the proud mothers of two children.

Board of Directors

GLAAD's Board of Directors is comprised of dedicated and engaged leaders committed to GLAAD's mission, vision, and continued growth. The Board is a diverse group of esteemed finance, legal, corporate, and community leaders.

For a complete list of members of the Board of Directors, [please click here](#).

REPORTING AND IMPORTANT RELATIONSHIPS

The Vice President, Corporate Partnerships will report to the Deputy Chief Revenue Officer. The successful candidate will lead a team of three corporate partnerships professionals, with the opportunity to recruit and mentor an additional two corporate partnerships gift officers.

The ideal candidate and their team will partner closely with the GLAAD Media Institute, which provides consulting and training for corporate clients, to ensure an integrated and comprehensive approach to corporate engagement.

CHALLENGES AND OPPORTUNITIES

The Vice President, Corporate Partnerships will contribute broadly to all aspects of the fulfillment of GLAAD's mission with a focus on driving against their annual financial goal. The successful candidate will have the demonstrated track record to meet and exceed the following responsibilities:

- Develop an extensive understanding of GLAAD's mission, programs, and fundraising priorities;
- Create and operationalize a strategic plan for corporate partnerships in partnership with the Chief Revenue Officer, leading the dramatic and ambitious expansion of philanthropic income from corporations over the next five years;
- Design and achieve ambitious annual financial goals to achieve GLAAD's vision of tripling philanthropic income from corporate partnerships;
- Build strong collaborative relationships with executive leadership, colleagues, and staff to further the culture of philanthropy across the organization;
- Expand corporate partnerships by further elevating the existing program, finding efficiencies, and integrating best practices;
- Partner closely with the GLAAD Media Institute to ensure a comprehensive and integrated approach to corporate partnerships;
- Lead the expansion of philanthropic income from corporate sources, including multi-year partnerships, sponsorships, and consulting and training;
- Solicit sources of corporate support, including marketing, human resources, and employee resource group budgets;
- Carry a portfolio of GLAAD's top corporate prospects and donors, including prospect research, qualification, cultivation, solicitation, and stewardship;
- Strategically engage the President and CEO and Chief Revenue Officer in public outreach and fundraising activities related to corporate partnerships, providing meaningful engagement opportunities and effective support;
- Build deep, long-term alliances with existing corporate donors to inspire and increase retention, while systematically identifying and targeting new prospects;
- Lead moves management for the corporate partnerships program and regularly organize portfolios for team members;

- Partner with the Head of Development Operations to conduct monthly portfolio review and qualification;
- Recruit, train, coach, mentor, supervise, and ensure accountability for the corporate partnerships team through quantitative measurement of results, assessment of efficiency and effectiveness, and replication of demonstrated best practices;
- Ensure overall performance, success, and growth of development staff, helping them excel in their work and grow professionally;
- Build and maintain meaningful relationships with key individuals at corporations;
- Work collaboratively with GLAAD colleagues and partners to identify, develop, and frame aspects of existing GLAAD programs and plans that have the potential to attract corporate sponsorship funding;
- Expand existing corporate partner agreements by analyzing sponsor needs, creating mechanisms and strategies for engagement, and executing upon them; and
- Participate in leveraging corporate sponsorships for complex, highly visible events with corporate influencers, celebrities, government officials, and the media.

IDEAL QUALITIES

The Vice President will have the professional experience and acumen necessary to effectively meet the responsibilities listed in the preceding section. Expected experience and personal qualities include:

- Passion and commitment to GLAAD's mission, vision, and values, with the willingness to serve as an active crusader for the enterprise;
- Stature, sophistication, confidence, and business savvy to effectively engage and support the President and CEO, Chief Revenue Officer, Board of Directors, executives, and corporate prospects and donors;
- Demonstrated ability to dramatically scale a corporate partnerships program, providing strategic direction and operational management for fundraising initiatives, resulting in transformational growth;
- Track record of developing, meeting, and surpassing ambitious annual financial goals;
- Proven track record of increasing retention of top corporate donors;
- Demonstrated track record of personal identification, cultivation, solicitation, and stewardship experience with the ability to bring creative and effective strategies to the corporate partnerships process;
- Crusading spirit, professional experience, and relationship building skills to engage, motivate, and support internal and external constituencies in a fast-paced environment;
- Genuine and transparent team player with a creative manner of approaching issues and devising sound solutions based on good judgment and collaboration;
- Excellent communication (writing, proofreading, speaking, presentation, and listening) skills and keen attention to detail, with the ability to effectively communicate with all levels of the organization, as well as external constituencies;

- Demonstrated track record of engaging diverse constituents in a manner that generates excitement, shared purpose, meaningful action, and long-term relationships;
- Ability to adapt to changing organizational priorities and needs;
- Ability and willingness to travel, when needed;
- For-profit experience preferred; and
- Bachelor's degree required, Master's degree preferred.

DIVERSITY

GLAAD was established with the premise that expanding diversity within the organization enhances the work experience and furthers the understanding of the entire mission that GLAAD is based upon. An atmosphere of civility and mutual respect towards difference is indispensable to the work process and enables the free interchange of ideas that is the basis of a successful organization. These differences may be cultural, ethnic, religious, intellectual, ideological, or political. Each of these qualities is integral to the identity we form as individuals, and all are essential to creating a vibrant workforce here at GLAAD comprised of individuals with unique perspectives and backgrounds. GLAAD has committed itself to a workforce of inclusion, respect for difference, and fairness, and guarantees the same rights to all its employees to ensure the fullest degree of success within the organization.

GLAAD is committed to providing equal employment opportunities to all employees and applicants for employment without regard to their race, color, religious creed, sex, gender identity, gender expression, age, national origin, ancestry, citizenship status, physical or mental disability, medical condition, pregnancy, marital or veteran status, sexual orientation, height and weight, or other personal characteristics as may be protected by applicable law. This policy applies to all terms and conditions of employment, including, without limitation, hiring, placement, promotion, layoff, termination, transfer, leaves of absence and compensation; relationships with outside vendors and customers; use of contractors and consultants; and in dealing with the general public.

COMPENSATION AND BENEFITS

The compensation and benefits package will be competitive and commensurate with the selected candidate's background and experience. The compensation range is \$200,000 to \$250,000. For extraordinary candidates, GLAAD may consider higher compensation.

The Vice President, Corporate Partnerships will work in a hybrid capacity.

CONFIDENTIAL INQUIRIES AND HOW TO APPLY

GLAAD has retained Freeman Philanthropic Services, LLC to assist on this recruitment. FPS is a national leader in executive recruitment for the not-for-profit sector and brings a proven track record of recruiting top talent to diverse institutions.

Please send all inquiries, applications, and nominations directly to FPS via email at GLAADCorporate@glfreeman.com.

All applications must include: (1) an up-to-date resume; and (2) a formal letter of interest (addressed to Gail L. Freeman, President of FPS) that specifically cites the experiences that best prepare the applicant for this role and why this particular opportunity at GLAAD is the logical and desired next

step in their career. Additional materials and information will be requested during the search and interview process.