



SENIOR DIRECTOR OF DEVELOPMENT

[THE CHRONICLE OF PHILANTHROPY](#)

Location — Remote

THE CHRONICLE OF PHILANTHROPY

The Aspen Leadership Group is proud to partner with The Chronicle of Philanthropy in the search for a Senior Director of Development.

The Senior Director of Development will advance The Chronicle of Philanthropy's partnerships with grant makers and other donors during a time of transformational opportunity as The Chronicle in 2023 becomes an independent nonprofit, spun out from its for-profit parent corporation, The Chronicle of Higher Education. This position, an entirely new one at the Chronicle, will allow a talented fundraiser an opportunity to build the The Chronicle's capacity for raising private funds—and tap philanthropy's growing interest in funding nonprofit news outlets.

The Senior Director will be a key player as The Chronicle of Philanthropy, which has operated for nearly 35 years, expands its mission. The Senior Director will work to build out a transition fund from \$6 million already raised to \$12 million, and to build an innovation fund of at least \$2.5 million so that The Chronicle can constantly work to improve its products and services. These funds complement the strong earned revenue that fuels The Chronicle and will be used to improve the sustainability of the organization and its focus on the impact of its work.

The Chronicle's expanded mission, unveiled in May, is two-fold: It aims to improve its service to the nonprofit world with more information services and insights for people who work at nonprofits and foundations and to ensure that philanthropy gets more attention from journalists.

The Chronicle decided to make this transition after success with other partnerships, such as its \$3 million Lilly Endowment funded effort with the Associated Press and the Conversation to improve the public's understanding of philanthropy in the nonprofit world. The Chronicle's ultimate goal: ensuring that journalism and the social sector are better able to strengthen democracy.

Within five years, The Chronicle of Philanthropy plans to double in revenue and expand its audience to 35,000 print and digital subscribers to its flagship offerings, along with a range of new journalism and information services designed to empower effective and equitable nonprofit practice, philanthropy, and innovation for the common good.

The Chronicle also anticipates doubling unique visitors to its website, which now number 175,000 a month. This will cement its place as the most trusted and widely used source of critical news and views on the philanthropic sector for grant makers, nonprofit managers, fundraisers, policy makers, volunteers, and voters. More important, it will create an impact multiplier beyond subscriptions by informing and equipping an even broader audience through metered monthly downloads for non-subscribers, and by training local journalists to cover nonprofits and foundations.

As part of this growth plan, The Chronicle will do more to lift diverse voices and stories of local nonprofits and philanthropy, and deepen its explanatory journalism, including examining the results of big gifts and grants over the long term. It is engaging diverse, smart voices in opinion and debate from across the ideological spectrum to build a pluralistic commons for people across the nonprofit world.

What's more, The Chronicle is doubling down on its work to provide nonprofits and foundations with news, insight, advice, and debate in a range of formats to better meet the needs of social sector professionals, both of today and tomorrow.

As The Chronicle builds a self-sustaining organization, it is seeking multiple foundation partners to help provide growth and innovation capital. This broad-based support will ensure that The Chronicle is not beholden to any single funding source and will continue to exercise its customary journalistic independence.

The Senior Director will work with the organization's top leaders to build partnerships with a broad swath of donors and foundations, including those that are led by women, people of color, and guided by diverse ideological viewpoints.

The Senior Director will also clearly communicate policies related to journalistic integrity to all funders, carefully disclose any potential conflicts of interest, and steadfastly maintain a firewall between funders and editorial staff.

TEAM COLLABORATION

The Senior Director of Development will partner with the Director of Product Innovation and Marketing and Director of Audience Development as well as with The Chronicle's editorial and digital teams to generate, prioritize, and package new and innovative ideas and pair them with natural philanthropic partners that can support their realization. The Senior Director will be part of the Chief Revenue Officer's team, with a close working and mentoring relationship with the CEO.

FROM THE EDITOR

For more than three decades, I've led The Chronicle of Philanthropy's journalism—especially its efforts to serve development professionals like you with news, tools, advice, trends, and insight. Now for the first time in our history, we're hiring a full time senior-level fundraiser to work hand in hand with me and my colleagues across the organization to advance and expand our service to the nonprofit world.

In this new role, you'll have a unique opportunity to build a development unit whose key purpose is to help The Chronicle serve you and others in the social sector better.

You'll be joining our leadership team as we undertake an [organizational transformation and growth plan](#) that will enable us to double our staff and our revenue over the next five years. After an intense examination of our operations undertaken with help from The Bridgespan Group, we are planning to become a nonprofit in early 2023 and spin off from our for-profit parent, The Chronicle of Higher Education. We have raised more than \$6 million for this transformation effort, building on more than \$2.7 million in [grants we have raised](#) since 2019. You will help us in our next stage of growth as we seek philanthropic resources to supplement our strong and diverse earned revenue.

We embarked on our growth plan because we realized nonprofits and society needed more than our small organization could provide. Our goal is twofold:

- To improve and expand the ways we serve nonprofit and foundation professionals, with more tailored information provided in a wide array of formats that make it easy for everyone to get the insights they need when they need it. We also are working to build a commons that will engage people of all ideologies and backgrounds to share ideas for how nonprofits and foundations can do more to help society. In all our work, we continue to work to lift diverse voices, especially those too often left out of conversations and funding in the nonprofit world.*
- To work with more news outlets across the U.S. to ensure they are making nonprofit coverage a key part of the information they provide to their audience. This builds on our partnership with the Associated Press, which enables us to provide Chronicle coverage to news organizations around the globe, and a fellowship program we created to spend a year working with several local news outlets annually to improve their nonprofit coverage.*

A top priority in all our work is to put a focus on results—what nonprofits and donors are accomplishing, what leads to success, and what obstacles get in the way of work to improve the health and vitality of our communities.

We're grateful that The Chronicle of Higher Education will continue to provide crucial transition services for as long as we need a hand in building our independent organization. We have a special opportunity over the next year to expand The Chronicle of Philanthropy and build on its longstanding culture of excellence, creativity, and integrity. We're adding to our leadership ranks by hiring our first Chief Revenue Officer and a new top editor to oversee the newsroom as I move into the job of leading the entire organization.

As The Chronicle's longtime editor, I have learned how important it is that top leaders pour their time, commitment, and strategic vision into fundraising work and I am committed to being a strong partner to you—and I'll expect the same of our Chief Revenue Officer and others in the organization.

What I also promise: I've taken to heart every word we've written about the leadership that enables fundraisers to find tremendous satisfaction in their jobs—and what gets in the way of doing important work. If you haven't read our November issue, which featured an [exclusive survey](#) about fundraiser working conditions—and the way nonprofits are solving them, please do so right away and you'll see another example of why I understand what it will take to help you thrive.

No organization, especially one dedicated to providing accurate and robust news and information, can operate without a diverse staff. Whenever we have openings, we have sought to diversify our hiring pools, and we have been getting results. I'm especially pleased that our two newest senior editors are talented journalists who are Black women, and other vacant roles throughout the organization have also been filled by people from underrepresented communities.

To ensure our journalism also captures diverse perspectives, we are about to issue our second annual [independent audit](#) to determine the gender, race, age, and geographic location of the people we quote in stories as well as those we ask to write for our opinion section. Not many newsrooms do these kinds of studies, but we know without such data, it is impossible to make progress and we know that we owe it to our readers to make our results public.

As we move to nonprofit status, it is important to all of us at The Chronicle that we double down on efforts to ensure readers never have reason to question whether our philanthropic support affects our coverage. You and I will work together to ensure we are transparent about our sources of funding and that we follow the highest ethical practices in development.

Before The Chronicle ever solicited its first foundation grant, our newsroom worked to shape a [gift-acceptance policy](#) to make our standards clear, and as a nonprofit we plan to add any needed extra precautions or clarifications. We'll look to you for guidance on that and other policies that will ensure The Chronicle of Philanthropy continues to uphold the trust of our audience and our financial supporters.

I'm eager to get started on our important expansion work and to find a partner who can help us build an organization that has a mindset of abundance and the capacity to attract the resources we need to provide insight to the most important people in our society—those who work to advance the common good.

—Stacy Palmer, Editor

PRIMARY RESPONSIBILITIES

The Senior Director of Development will

- work to understand the goals and preferences of philanthropic funders to help The Chronicle leadership incorporate these findings into an organization-wide philanthropic strategy;
- develop a clear vision and strategy for expanding The Chronicle's philanthropic revenue;
- create mutually beneficial long-term partnerships with philanthropic funders and raise the philanthropic funding needed for The Chronicle to continue innovating and developing new products and services;
- broaden and deepen The Chronicle's relationships with philanthropic funders, and ensure sufficient ideological and geographic diversity among the set of philanthropic funders; and
- ensure that any conflicts of interest between The Chronicle's philanthropic funders and newsroom or editorial coverage are managed with the utmost transparency and integrity.

LEADERSHIP

Stacy Palmer

Editor

Stacy Palmer has served as a top editor since *The Chronicle of Philanthropy* was founded in 1988 and has overseen the development of its website, philanthropy.com. She plays a hands-on role in many Chronicle services, such as its *Philanthropy Today* daily newsletter and its webinar series offering professional development for people involved in fundraising, grant seeking, advocacy, marketing, and social media.

Palmer has appeared frequently on radio and television to offer commentary on news in the nonprofit world. She is the editor of *Challenges for Philanthropy and Nonprofits*, a book published by the University Press of New England that collects three decades of observations by the nonprofit activist and *Chronicle* columnist Pablo Eisenberg. Before she helped found *The Chronicle of Philanthropy*, Palmer was editor for government and politics at *The Chronicle of Higher Education*.

She is a graduate of Brown University, where she earned a bachelor's degree in international relations. She has been an active alumna, serving on numerous alumni boards, including chairing the *Brown Alumni Magazine* and is now a member of the university's Women's Leadership Council.

When the Chronicle receives charity status from the IRS, expected in early 2023, Palmer will become the CEO of the new nonprofit that publishes *The Chronicle of Philanthropy* and a new editor will be appointed to run the day-to-day operations of the newsroom.

PREFERRED COMPETENCIES AND QUALIFICATIONS

The Senior Director of Development will share The Chronicle's commitment to ensuring that journalism and the social sector are better able to strengthen democracy. The Senior Director will be a strategic and collegial leader who is passionate about the potential for The Chronicle of Philanthropy to make a meaningful difference in American society and eager to build strong relationships with philanthropic funders who can support The Chronicle's efforts. The Senior Director will be entrepreneurial, adaptable, responsive, diplomatic, and effective in a deadline-driven environment with an ability to create and nurture relationships with diverse funders (from progressive to conservative), creatively identify areas of mutual strategic interest, and seamlessly collaborate across organizational lines to conceive proposals that support The Chronicle's product and service innovation.

Furthermore, The Chronicle of Philanthropy seeks a Senior Director of Development with

- a track record of success building diverse relationships within the nonprofit, philanthropic or journalism sectors;
- experience raising funds from philanthropic sources or granting funds from philanthropic sources;
- relationship-building and networking acumen and an ability to create and maintain a diverse network of collaborators, and work seamlessly with external partners as well as colleagues in all parts of the organization;
- strategic thinking skills and an ability to identify opportunities for mutual benefit and craft plans accordingly;
- an ability to identify The Chronicle's natural funding partners and approach them with confidence.
- exceptional communication skills, consistent with The Chronicle's broader mission to move readers from learning to action for social good;
- an entrepreneurial approach and a commitment to innovation;
- comfort working in an evolving marketplace;
- intellectual curiosity with a profound interest in philanthropy and nonprofits; and
- a values-anchored leadership style with impeccable personal values and a commitment to integrity and honesty.

A bachelor's degree or an equivalent combination of education and experience is required for this position as is at least ten years of experience in nonprofit, philanthropy, marketing, or journalism management.

SALARY AND BENEFITS

The salary range for this position is \$150,000 to \$175,000 annually. The Chronicle offers comprehensive benefits, medical/dental/vision plans, 24 PTO days, and federal holiday plus family leave and more.

LOCATION

This is a fully remote position. The Senior Director of Development should expect to travel to Washington, DC and nationwide as needed.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of The Chronicle of Philanthropy as well as the responsibilities and qualifications presented in the prospectus.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit:

[Senior Director of Development, The Chronicle of Philanthropy.](#)

To nominate a candidate, please contact Don Hasseltine, donhasseltine@aspingleadershipgroup.com or Steven Wallace, stevenwallace@aspingleadershipgroup.com.

All inquiries will be held in confidence.