



CHIEF EXECUTIVE OFFICER

[YWCA RICHMOND](#)

Richmond, Virginia

**eliminating racism
empowering women
ywca**

Richmond

The Aspen Leadership Group is proud to partner with YWCA Richmond in the search for a Chief Executive Officer.

The Chief Executive Officer will establish a vision for YWCA Richmond—achieved by providing leadership and advocacy focused on a thriving Greater Richmond community. The Chief Executive Officer will be responsible for the implementation of the short- and long-term strategic goals and objectives of the organization and will provide direction and leadership toward the achievement of the organization's philosophy, mission, strategy, and annual operating plan.

YWCA Richmond has been supporting the women and children of Richmond for 135 years. Founded in 1887 by a group of eight women concerned about housing, safety, and stability for female workers, YWCA Richmond is the oldest YWCA in the south. Its support of the community continues through its mission of *eliminating racism, empowering women, and promoting peace, justice, freedom, and dignity for all*. YWCA Richmond provides a range of programs to support women, children, and families in the community—all focused on eliminating racism and empowering women.

Providing emergency and support services to empower survivors of domestic violence is a key program of YWCA Richmond. It is a partner of EmpowerNet, which is a regional network of six domestic and sexual violence agencies in the Greater Richmond area. Through this collaboration, the network provides comprehensive crisis and recovery services across the region to help survivors find healing and stability. Educational programs that help prevent violence are a priority of YWCA Richmond. It works with children, teens, young adults, and families to help stop violence before it occurs. A variety of workshops on violence prevention are offered, as well as the Empower RVA Teens program which focuses on dating violence awareness and prevention for high school aged teens.

Empowering women is at the core of YWCA Richmond. Ensuring quality early childhood education and infant care is part of making progress for women and families. The [Sprout School](#) is an inclusive, diverse, and immersive experience for children of all backgrounds to come together and discover the joy of learning in a safe environment. It is a private-public partnership that provides full day, full year childcare, also offered to domestic and sexual violence survivors.

YWCA Richmond empowers women by creating leadership opportunities and recognizing women's achievements. The [Young Women's Leadership Alliance](#) is a young women's board that is dedicated to connecting, strengthening, and investing in a diverse group of young women to promote personal and professional opportunities that inspire future leaders. YWCA of Richmond is a leader in recognizing women and celebrating their achievements in creating community impact with their annual [Outstanding Women Awards](#).

Through the [Pat Asch Fellowship for Social Justice](#), each year a local woman who is at least 50 years of age, is supported to focus on a personalized, year-long leadership and professional development journey.

YWCA Richmond accomplishes its mission of empowering women and eliminating racism while adhering to fundamental values of respect for all identities and lived experiences, integrity, collaboration, and innovation. Through community partnerships and generous philanthropic support, YWCA Richmond ensures that children, women, and families in the Richmond area that need support are able to receive the help they need.

YWCA Richmond has an annual operating budget of \$6 million and organizational assets of \$13 million. There are currently 75 employees, and this number is expected to reach 90-95 by the close of 2022 due to the expansion of the Sprout School.

REPORTING RELATIONSHIPS

The Chief Executive Officer will report to the President of the Board of Directors, Jill Kennedy. The Chief Executive Officer will directly supervise the Chief Financial and Administration Officer; Chief Advancement and Advocacy Officer; Senior Director of Early Childhood Education; Senior Director of Domestic and Sexual Violence Services; and Regional Manager of the EmpowerNet Collaborative.

FROM THE PRESIDENT

YWCA Richmond is a well-established organization that has made an enormous impact on women, children, and families in the Richmond region for 135 years. In the past ten years, the organization has tripled in size by significantly expanding programs and services including the launch of its successful early childhood program, the Sprout School; renewed commitment to gender and racial equity; growth of its domestic and sexual violence resource program in both clinical and case management; and additional prevention and community outreach programming. The Chief Executive Officer will find a compassionate and highly engaged Board of Directors and leadership staff committed to continued growth and advancing the mission. New projects already in progress include a first of its kind affordable and emergency housing development and Richmond's first and only Family Justice Center.

Most recently, YWCA Richmond completed a \$7 million capital campaign to transform the YWCA's historic 108-year-old building in the heart of downtown Richmond into a new Center for Empowerment that houses all its programs except for the Sprout School and emergency shelter. The campaign also allowed for expansion of the Sprout School on Bainbridge Street in Richmond to include infant care and has served as a springboard towards an increased footprint of the Sprout School to four locations by 2023. YWCA of Richmond is a strong, highly respected non-profit with a solid financial foundation that is continually evolving to better meet the needs of the community. We are looking for someone to join our organization who is passionate about our mission and can partner with the Board of Directors to take the YWCA to even greater heights!

—Jill Kennedy, President, Board of Directors

YWCA RICHMOND'S COMMITMENT TO THE ELIMINATION OF RACISM

At the 1970 YWCA national convention, Dorothy Height, the first National Director of the YWCA's Center for Racial Justice, led the charge to adopt the *YWCA's One Imperative*: The elimination of racism wherever it exists, and by any means necessary.

Today, the YWCA's intersectional mission to eliminate racism and empower women demands that it recognize its responsibility to use its voice and platform to push for action and long-term legal, economic, and societal change—to forge a more equitable Richmond. YWCA Richmond continues to commit itself to the ongoing work of confronting its bias as it challenges these systems. This also means working harder to engage and amplify women of color as voices for solutions and strengthening partnerships with organizations throughout Richmond that do the work against violence and systemic racism, so together change can be driven.

PRIMARY RESPONSIBILITIES

External Relations and Community Engagement

The Chief Executive Officer will

- assume responsibility for the overall impact of the YWCA's work to increase visibility, advocacy, and drive the mission in the Greater Richmond community;
- develop relationships and partnerships with leaders in the community, including those representing the highest levels in the business, government, and non-profit sectors;
- form and maintain effective working relationships and communication with YWCA USA;
- serve as the agency's key spokesperson, actively and strategically promoting the organization's mission with external audiences for the primary purpose of advocating for and securing resources that move the agency's vision forward.

Fundraising and Revenue Generation

The Chief Executive Officer will

- drive key results in fund development by identifying, cultivating, and soliciting current and prospective donors;
- collaborate with the Chief Advancement and Advocacy Officer and Board of Directors to secure philanthropic and related revenue, including direct responsibility for specific donor relationships;
- work closely with the Chief Advancement and Advocacy Officer and Chief Financial and Administrative Officer to develop clear business goals that drive revenue to meet long-term fiscal needs;
- facilitate the pursuit of diverse funding streams, seek strategic partnerships, and cultivate collaborations to maintain the organization's long-term sustainability.

Strategic Leadership and Board Partnership

The Chief Executive Officer will

- serve as the principal point of contact to the Board of Directors with responsibility for keeping the board abreast of environmental factors that impact the organization;
- provide vision and long-range planning for the future of all organizational activities, strategies, and goals;
- lead senior leaders to craft organizational goals and develop, monitor, and evaluate program strategies;

- develop annual business plans and organizational performance measures that are aligned with the organization's strategic plan and budget;
- monitor and analyze organizational activities to ensure that they are best-practice, effective, and aligned with community needs.

Organizational Design and Culture

The Chief Executive Officer will

- build and lead high-performing teams by developing senior leaders through coaching and providing critical feedback while supporting professional development opportunities;
- assess and implement strategies and identify gaps and opportunities within the organization;
- build and maintain a sustainable operating model and work closely with the Chief Financial and Administration Officer to manage spending, monitor the budget, and mitigate financial risks;
- provide executive oversight for all internal functions, procedures, and policies to maintain and enhance organizational efficiency and effectiveness.

PREFERRED COMPETENCIES AND QUALIFICATIONS

YWCA Richmond seeks a Chief Executive Officer with

- a commitment to the mission of YWCA Richmond—to eliminate racism, empower women, and promote peace, justice, freedom, and dignity for all;
- extensive senior strategic and business leadership experience in an organization of comparable size and mission;
- experience building revenue, managing profit and loss statements, creating sustainable operating models, and increasing philanthropic support;
- a deep understanding of the effective management of mission-driven, community-based non-profit organizations including program development, finance and operations, and board development and engagement;
- a commitment to rigorous program assessment based on relevant criteria, including measurable results and outcomes;
- a history of successful fundraising that includes securing grants and contributions from foundations, corporations, individuals, civic organizations, and government entities;
- excellent communication skills and an ability to establish credibility with donors, business groups, community partners, government officials, and the media;
- experience creating and building best-practice programs including those that relate to early childhood education, gender and racial equity, and domestic and sexual violence;
- a history of community collaboration, strategic partnership, and advocacy that expand and enhance organization's services and outcomes;
- an ability to think strategically, to create and drive detailed operating plans that turn ideas into well-executed activities;
- a commitment to promoting diversity, equity, inclusion, and belonging with an ability to build collaboration among high performing teams;
- high levels of integrity, trustworthiness, flexibility, and humor and an ability to build a sense of collegiality and congeniality in the workplace, while also providing strong guidance and leadership to staff;
- a high level of leadership acumen and an ability to attract, develop, and retain exceptional staff with demonstrated expertise at building partnerships, teams, and board engagement;
- strong oral and written communication skills;

- experience in media relations including writing op-eds, conducting live and taped interviews, and reputation management;
- strong presentation skills and an ability to serve as a representative of YWCA Richmond at outreach events, fundraising events, and other special events; and
- proficiency in the use of Microsoft Office suite and similar software tools with an ability to prepare reports, correspondence, and presentations.

A bachelor's degree or an equivalent combination of education and experience is required for this position as is at least eight years of leadership experience in or across multiple sectors, including non-profit, public, and corporate.

SALARY AND BENEFITS

YWCA Richmond offers a competitive salary and a comprehensive package of benefits.

LOCATION

This position is located in Richmond, Virginia.

APPLICATION INSTRUCTIONS

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

To apply for this position, visit: [Chief Executive Officer, YWCA Richmond](#).

To nominate a candidate, please contact Clare McCully, claremccully@aspingleadershipgroup.com.

All inquiries will be held in confidence.