

Job Description:

VICE PRESIDENT OF DEVELOPMENT, MARKETING & COMMUNICATIONS



DEPARTMENT: Development

REPORTS TO: CEO

LOCATION: Hybrid – On-site in Lake Luzerne, NY with remote availability. Off-site work when necessary for events and meetings.

SALARY RANGE: \$110,000 TO \$135,000

ABOUT US

The Double H Ranch, co-founded by Charles R. Wood and Paul Newman, provides specialized programs and year-round support for children and their families dealing with life-threatening illnesses. All programs are **FREE of charge** so our campers and families can focus on having a camp experience that is memorable, exciting, fun, empowering, physically safe and medically sound.

Double H is located in Lake Luzerne, NY on more than 320 acres of land with waterfront access and miles of hiking trails. We are ideally situated in the quiet beauty of the Adirondack Park, yet only 3 hours from major hubs like New York City, Boston, and Montreal, Canada.

Double H's facility is a meticulously maintained year-round camp that can accommodate 126 campers and 175 staff and volunteers across a multitude of cabins. Our program areas include both indoor and outdoor pools, high ropes course, archery range, barn with riding arena and pasture, stage area, arts and crafts building which doubles as a ski chalet in the winter, dining hall, ski hill with chair lift, adaptive playground, and various other indoor and outdoor spaces. Throughout the year, we provide summer camp sessions, spring and fall weekends for families and community groups, a winter adaptive ski and snowboard program, as well as offsite programming through our outreach initiatives.

JOB PURPOSE

The Vice President of Development, Marketing, and Communications at Double H Ranch is a position designed for a driven professional with a strong track record of success in their field. The position furthers Double H's mission through dynamic leadership of the Development, Marketing, and Communications Team, contribution to the Senior Leadership Team, and organization-wide collaboration.

The individual has a wealth of experience in orchestrating fundraising strategy, creative donor stewardship, and compelling marketing and communications campaigns. They embrace Double H's core values and are eager to elevate the organization's impact and visibility as a premiere 501c3 in our community and beyond.

The VP will lead the Development Team in crafting and implementing an integrated resource development strategy. This will involve managing innovative fundraising campaigns from start to finish with the goal of opening doors for unrestricted funding sources and inspiring support among new and prevailing donors. The position will also guide the Marketing & Communications Team through crafting and implementing a comprehensive marketing strategy to fund development activities, achieve robust recruitment among campers and volunteers, and expand support for Double H's mission.

Candidates should possess:

- Successful record directing a Development Team in achieving annual fundraising goals.
- Direct fundraising experience, including annual giving, major gifts, grants, foundations, corporate giving, grass roots, special events, campaigns, social media, planned giving, endowment, peer to peer, individual donors, etc.
- Comprehensive knowledge of current and emerging best practices in philanthropy.
- Senior executive experience, including development of organizational strategies in alignment with departmental goals and activities.
- Ability to build and maintain philanthropic relationships with sophisticated donor base.
- Intermediate/advanced level competency in software like the Microsoft Office Suite, Raisers Edge, and similar donor information databases.
- Exceptional verbal and written communication skills, including the ability to deliver engaging and captivating presentations in-person or virtually.

Qualifications, experience, education, and licensure preferred for the position are:

- Bachelor's degree in a related field or equivalent.
- At least 5 years' experience as a Director of Advancement or Development at a non-profit with annual revenues exceeding \$5 Million. Transferable experience in for-profit marketing, communications, or sales roles will also be considered.
- Demonstrated experience in development roles with examples of increased personal responsibility with consistent organizational growth and giving.
- Experience in staffing and managing multi-million-dollar campaigns.
- Flexibility to work both on-site and from remote locations.
- Flexibility to work occasional evening and weekends as needed.
- Ability to travel and support business needs.

COMMITMENT TO DIVERSITY AND INCLUSION

The Double H Ranch is a non-discriminatory organization committed to inclusion and equity. Our organization strives to ensure that everyone, regardless of ability, age, cultural background, ethnicity, faith, gender, gender identity, ideology, income, national origin, race, sexual orientation, or any other identifying label is accepted and has the opportunity to reach their full potential with dignity.

Our core values set the foundation for celebrating our campers, volunteers, staff, and entire Double H Ranch community, as well as maintaining a safe and inclusive environment in all aspects of the work we do.

Double H Ranch families, campers, staff, and volunteers may face systemic barriers, and through our mission we seek to create equitable, accessible opportunities for all populations in our service. We celebrate and honor the diverse perspectives of our community and are committed to continually providing an inclusive environment. We believe this is essential to providing the best possible experience for everyone at Double H Ranch.

EQUAL EMPLOYMENT OPPORTUNITY

The Double H Ranch believes in providing equal employment opportunity and does not discriminate against its employees or applicants because of race (including traits historically associated with race), color, religion, sex, disability, genetic information, reproductive health decision making, predisposition or carrier status, national origin, ancestry, age, marital status, familial status, sexual orientation, gender identity or expression, military status, domestic violence victim status, or any other class or status protected by applicable law.

Equal employment opportunities will be extended to all persons in all aspects of the employer-employee relationship, including, but not limited to, recruitment, testing/selection, hiring, orientation, training, placement, employee development, promotion, transfer, compensation, benefits, educational assistance, layoff and recall, social and recreational programs, employee facilities, termination, and retirement.

Applicants for employment will be evaluated and employees will be promoted on the basis of qualifications to meet the requirements of the position and ability to perform in a satisfactory manner.

POSITION BENEFITS

- Simple Pension Plan
- Paid Holidays, Vacation, Sick Days
- Paid Bereavement Leave
- Medical, Dental & Vision Plan
- Flexible Spending Account
- Short and Long-term Disability Plans
- Life Insurance
- Employee Assistance Program for staff and eligible family members
- Access to additional professional development opportunities through organizational membership of the SeriousFun Children's Network and American Camping Association.

HOW TO APPLY

Find the complete job description at doublehbranch.org/employment.

Interested applicants should please submit a resume and cover letter to: Lisa Boucher, HR Director, lboucher@doublehbranch.org.

In your cover letter, please include...

- Examples of how you meet the knowledge, skills, and experience required of this position.
- What inspired you to apply for this role.
- Which aspects of our work attracted you to Double H Ranch.

We understand that the application process poses different challenges, and we are committed to fostering a supportive environment for all interested applicants. Please let us know of any accommodation you may need to successfully complete the application process.