

Job Title: Chief Relations Officer (CRO)			
Work Location: 6 N. 5 th Street Richmond, VA 23219			
Department: Admin			
Reports To: CEO			
Work Environment: Traditional Office Environment			
Physical Demands: Work is performed mostly in an office environment and requires the ability to operate standard office equipment and keyboards.			
Pay Grade: E1			
Work Hours	Classification	Staff Supervision	Travel Required
<input checked="" type="checkbox"/> Full Time	<input checked="" type="checkbox"/> Exempt	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes 5%
<input type="checkbox"/> Part Time	<input type="checkbox"/> Non-Exempt	<input type="checkbox"/> No	<input type="checkbox"/> No

Position Summary:

The Chief Relations Officer (CRO) is a senior executive responsible for leading the holistic, external strategy to advance revenue growth, brand influence, impact, and long-term sustainability of YWCA Richmond. As a member of the executive leadership team, the CRO drives the organization’s integrated advancement efforts including fundraising, communications, marketing, public engagement, partnerships, and government relations strategy in alignment with the strategic plan and mission.

Working in close partnership with the CEO and Board of Directors, the CRO serves as a key architect of YWCA Richmond’s brand, a driver of sustainable and diversified revenue, and a visible leader advancing racial and gender justice locally and statewide. The CRO is a high-profile role representing the CEO when necessary, at key functions, to funders, and the media.

Role & Responsibilities:

Primary Position Outcomes:

- **Integrated Brand & Mission Execution:** Ensure a unified, mission centered brand and narrative across all fundraising, marketing, partnerships, and external engagements in alignment with the Strategic Plan for all agency programs.
- **Revenue Growth & Diversification:** Develop and drive sustainable diversified multi-year revenue strategy that ensures sustainable growth across major gifts, institutional and government grants, corporate partnerships, and innovative funding models.
- **Strategic Alliance Portfolio:** Build and steward a high-impact portfolio of cross-sector partnerships that deliver both financial investment and programmatic scale.
- **Thought Leadership & Public Influence:** Position YWCA Richmond as a premier convener and trusted voice on racial justice, gender equity, violence intervention & prevention, housing stability, and early childhood education.

- **Stakeholder & Alumni Activation:** Transform donors, alumni, corporate partners, and community leaders into a mobilized network of advocates, ambassadors, and investors.

Key Responsibilities:

Strategic Leadership & Partnership Development

- **Executive Thought Partner:** Serve as a strategic advisor to the CEO and Board on external positioning, long-term alliances, and organizational visibility.
- **Ecosystem & Alliance Management:** Identify, negotiate, and manage high-value partnerships with corporations, foundations, government entities, and nonprofits.
- **External Advocacy & Representation:** Represent YWCA Richmond at high-profile events, media opportunities, civic forums, and legislative engagements to amplify impact and influence.

Advancement & Revenue Generation

- **Fundraising Oversight:** Provide strategic leadership for all fundraising functions, including major gifts, annual giving, corporate social responsibility (CSR), institutional funding, and government grants.
- **Revenue Generation:** Lead the development of multi-year, multi-layered partnership agreements that integrate funding, co-branding, and programmatic collaboration.
- **Stewardship & Relationship Building:** Cultivate deep relationships with high-net-worth individuals, foundation leaders, and corporate executives.
- **Grant Strategy:** Oversee grant development and management to ensure alignment with mission priorities and maximize funding capture.
- **Advancement Projection:** Lead revenue forecasting in partnership with finance and the executive team.

Marketing, Communications & Brand Strategy

- **Integrated Communications:** Direct comprehensive marketing and communications strategies that align storytelling with fundraising, advocacy, Sprout School, Domestic Violence Resources, and partnership goals.
- **Executive Voice & Visibility:** Partner with the CEO to serve as a public-facing leader and spokesperson for the organization. Oversee efforts that advance YWCA Richmond's mission, collaborating with community partners and policymakers.
- **Digital Strategy:** Ensure a consistent, high-impact digital and social media presence across all platforms for all programs.
- **Crisis Communications:** Lead crisis communications planning and response to protect and strengthen organizational reputation.

Team Leadership & Cross-Functional Alignment

- **Talent Development:** Lead and mentor a high-performing team including Advancement, Marketing & Communications, and Partnership leaders.
- **Cross-Functional Collaboration:** Ensure seamless coordination between external-facing teams and program leadership so brand promises are matched by service delivery and fiscal responsibility.
- **Board Partnership:** Collaborate with the Board of Directors on donor engagement, external relations strategy, and network expansion.
- **Reporting:** Establish clear performance benchmarks and accountability systems aligned with revenue and engagement goals. Report on KPI performance to CEO and the Board.

Organizational Leadership

- **Executive Leadership:** Actively participate in executive leadership team meetings, strategic planning, budgeting, and organizational decision-making.
- **Cross Functional Collaboration:** Contribute to culture-building, long-term sustainability planning, and cross department collaboration.
- **Mission-Driven Leadership:** Model equity-centered leadership rooted in transparency, accountability and innovation.

Required Experience & Qualifications:

- **Leadership Experience:** 15+ years of progressive leadership in fundraising, external relations, business development, or partnerships, with at least 10 years in senior management.
- **Proven Results:** Demonstrated success securing seven-figure gifts, multi-year corporate partnerships, or complex institutional funding.
- **Equity Leadership:** Deep commitment to racial and gender equity; experience leading within mission-driven or social justice organizations strongly preferred.
- **Strategic Skills:** Expertise in complex negotiations, partnership financial modeling, and CRM systems such as Salesforce.
- **Education:** Bachelor's degree required; MBA, MPA, or Master's in Nonprofit Management preferred.

Core Competencies:

- **Strategic Vision:** Translates mission and strategy into integrated external campaigns, revenue growth, and public influence.
- **Relationship Excellence:** A trusted connector who builds authentic, long-term relationships across sectors and communities.
- **Innovation & Growth Mindset:** Advances creative, “win-win” partnership models that move beyond transactional fundraising.

- **Cultural & Political Acumen:** Navigates complex social, political, and community landscapes with integrity and equity at the center.
- **Equity-Driven Influence:** Advance racial and gender equity through external engagement and public leadership.
- **Financial Acumen:** Develop diversified revenue streams that ensure long-term sustainability.

Staff understand the critical role volunteers play in achieving YWCA Richmond's mission and provide volunteers with appropriate support, respect, and communication.

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. The incumbent is expected to perform other duties necessary for the effective operation of the department.

The YWCA Richmond provides equal employment opportunity to all individuals regardless of their race, color, creed, religion, gender, age, sexual orientation, national origin, disability, veteran status, or any other characteristic protected by state, federal, or local law.

Employee Name Printed

Employee Signature

Date

Manager Signature

Date