Director of Walk for 1 in 100

The Adult Congenital Heart Association (ACHA) is seeking a highly driven and experienced individual to fill the role of full-time Director of Walk for 1 in 100 for our growing national patient advocacy organization. This is an excellent opportunity to invest your leadership skills in a highly respected organization and help ACHA address the unmet needs of those living with this country’s most common birth defect. If you are passionate about using your people and fund development skills to build community, we look forward to learning more about you.

The Director of Walk for 1 in 100 is full-time (40 hours/week), work-from-home position. Applicants may reside anywhere in the continental United States; however, preference will be given to candidates who reside in the mid-Atlantic region. This position will travel 25% of the time.

ACHA is a national patient advocacy organization that empowers the congenital heart disease (CHD) community—patients, caregivers, family members, healthcare providers, researchers, elected officials, etc.—by advancing access to resources and specialized care that improve patient-centered outcomes for the nearly two million adults living with CHD in the United States. To learn more about our work visit www.achaheart.org.

POSITION SUMMARY

The Walk for 1 in 100 series is ACHA’s signature event fundraising program. The Director of Walk for 1 in 100 oversees the strategic development and execution for the Walk series. Areas of oversight include series brand management, evaluation and implementation of fundraising platforms, volunteer recruitment and management, individual and team cultivation, sponsorship activation and event logistics. The Director will be responsible for improving and growing the Walk program by collaborating with key staff and volunteers in target markets across the country to increase event awareness, participant engagement and corporate partnerships. This position reports directly to the President & CEO and is a member of the staff leadership team. The Director will actively engage with key volunteers, including members of the Board of Directors, Patient and Family Advisory Board (PFAB), Medical Advisory Board (MAB), and Walk for 1 in 100 committees nationwide.

POSITION RESPONSIBILITIES

- Direct strategy, planning, development, execution, and evaluation of the Walk for 1 in 100 series.
- Collaborate cross-functionally with internal teams in Development, Regional Development, Marketing & Communications, Patient Resources & Advocacy, and Medical Affairs to align strategy, leverage key partnerships and secure resources.
- Evaluate, recommend, and manage technology platforms to maximize participant and volunteer engagement, fundraising potential, and sponsorship activation.
- Drive smart, strategic program innovation in ways that enhance the participant experience, optimize value for sponsors and integrate ACHA’s mission.
In collaboration with the Marketing and Communications team, develop integrated, multi-channel communications and marketing plans that drive national and local awareness and increase participant acquisition and retention. Leverage public relations and media opportunities in all Walk markets.

Provide ongoing guidance for enhancing the Walk event experience, including creative and brand strategy, logistics, volunteer opportunities and engagement, event themes, activities, prizes, and entertainment.

Cultivate and manage strong working relationships with key volunteers in all Walk markets, including Walk for 1 in 100 committee members, Heart 2 Heart Peer Mentors and Patient & Family Advisory Board members.

Serve as the Walk for 1 in 100 central point of contact for organizational leadership; provide regular project updates to organizational leadership that measure outcomes vs. objectives, ROI, and forward-thinking recommendations.

Work with the Director of Finance to develop the national and market-specific Walk budgets, and continuously monitor performance to budget.

Continuously evaluate similar event series produced by other nonprofit organizations with the goal of building Walk for 1 in 100 to be best in class.

Directly supervise one staff member (Senior Event Coordinator) and indirectly provide guidance to one additional staff member (Community Marketing Coordinator).

Provide management and oversight of external firms, agencies, or contractors related to the Walk series.

Develop and implement a three-year strategic plan to show significant revenue growth in the Walk for 1 in 100 series; create a three-year human resource plan to support aggressive campaign growth.

Identify target markets and create Smart Growth plans for adding new Walk sites annually.

Lead sponsorship sales and sponsor activation for the Walk series.

Serve as liaison to congenital heart disease pediatric and adult centers to encourage sponsorships and the formation of teams and help them promote the Walk for 1 in 100 to all families being served by the program and hospital.

Assume the lead role in managing top-level fundraising Walk teams; develop and strengthen relationships with all current team captains to maximize team retention and fundraising; ensure continued program growth by cultivating relationships with new Walk teams.

Identify new sources of revenue and cause-related marketing opportunities stemming from team captains' professional affiliations and connections.

Develop effective working relationships with volunteer Walk site leaders and committee members; participate in Walk site leader trainings as needed; support Walk site leaders in hosting support events, including kick-off events, post events, third party fundraising events, etc.
KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED TO PERFORM WORK

This is an extraordinary opportunity for an individual with demonstrated success in the peer-to-peer event fundraising channel to partner with ACHA’s President & CEO, and other key organizational leaders, to build a Walk series from the ground up. Specific requirements include:

Minimum Qualifications

- Bachelor’s degree
- Minimum of 7 – 10 years’ experience in event management and fundraising with a minimum of three years’ experience leading an event series, preferably on a national level
- Proven track record of executing large-scale, seven-figure nonprofit fundraising events
- Significant skills in planning, budgeting, and volunteer development
- Strategic thinker who can take broad visions and concepts and develop structured plans, actions and measurable metrics and then execute those plans
- Outgoing and energetic, with strong written, verbal, and problem-solving skills
- Diplomatic and able to work well under pressure
- Demonstrated success with identifying and securing high-level executive volunteers
- Capable of building and sustaining relationships with a variety of individuals and organizations
- Organized, detail oriented, able to adhere to timelines and prioritize and manage multiple projects simultaneously
- Must be able to work nights and weekends, as needed
- Travel is required approximately 25% of the time, especially during the fall and spring Walk seasons
- Experience with Raiser’s Edge, TeamRaiser and/or Classy database software preferred

COMPENSATION AND BENEFITS

Salary for this position is competitive and commensurate with experience and reviewed annually. ACHA offers a generous benefits package including health, dental, vision, life, and disability plans as well as retirement plan match and paid time off.

LINE OF RESPONSIBILITY

The position reports to the President & CEO.

ANTI-DISCRIMINATION POLICY

We are an equal opportunity employer, and all applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.

TO APPLY

Email cover letter and resume to hr@achaheart.org.