



Chief External Relations Officer

Mission Statement

YW Boston works to eliminate racism, empower women and promote peace, justice, freedom and dignity for all. YW Boston is at the vanguard of thought leadership on issues at the intersection of race and gender, helping organizations create more inclusive environments where women, people of color, and in particular, women of color can succeed.

YW Boston invests in our internal culture, including our own racial equity practices. We seek candidates that thrive in adaptive organizations, are comfortable working amidst organizational change, and are excited about helping YW Boston deepen its impact in Boston.

Organizational Values

People, Collaboration, Liberation, Courage, Shared Leadership

Gender Inclusion Statement

At YW Boston, we are committed to executing our mission of eliminating racism and empowering women through uplifting the experience of all women and girls regardless of their assigned sex at birth. We promote gender equity by amplifying the voices of cisgender women and girls, transgender women and girls, and gender non-conforming individuals who experience oppression and discrimination based on their gender, gender identity, and gender expression.

General Statement of Duties

The Chief External Relations Officer serves (CERO) as a key member of the executive leadership team, responsible for elevating YW Boston's visibility, securing resources, and building strategic relationships that advance the organization's mission. The CERO will lead all external-facing functions, including advancement, marketing and communications, and strategic partnerships. This leader will develop and execute comprehensive strategies to expand YW Boston's influence, diversify revenue streams, and strengthen the organization's brand as a national leader in racial and gender equity. The CERO will work closely with the Chief Impact Officer to ensure external messaging aligns with programmatic impact and advocacy efforts.

The Chief External Relations Officer will report to the President & CEO.

Massachusetts residency is required within six months of hire, and YW Boston does not cover relocation expenses. This position is hybrid with a weekly requirement of at least two days at the YW Boston office or on-site for programming, and a maximum of three days remote, starting from date of hire. Occasional evening and weekend commitments are required to fulfill the needs of YW Boston and our partner organizations.

YW Boston follows the latest COVID-19 guidance from the CDC and MA Department of Public Health and strongly encourages all employees to be fully vaccinated and boosted.

Position Outcomes

The successful Chief External Relations Officer will achieve the following outcomes:

- In alignment with YW Boston's new strategic plan, ensure that a clear definition of brand, mission, values and goals are conveyed to all external stakeholders
- Partner with the CEO and VP of Advancement to prospect, network, and build relationships with key influencers and innovators across all sectors to raise YW Boston's profile
- Increase public awareness and positive perception of YW Boston through media engagement, storytelling and thought leadership efforts
- Increase revenue-generation opportunities through identifying new funding sources and strengthening partnerships with current donors and supporters
- Increase engagement of program alumni and key stakeholders so that they become evangelists for YW Boston, clients, participants in our advocacy work, and financial supporters of our work

Key Responsibilities

Strategic Leadership & External Relations

- Serve as a strategic thought partner to the CEO and executive leadership team in developing and executing external engagement strategies
- Lead the organization's external positioning, ensuring YW Boston's voice and impact are amplified across all stakeholder groups
- Build and maintain relationships with key external stakeholders, including major donors, corporate partners, foundations, government officials, and community leaders
- Represent YW Boston at high-profile events, conferences, and media opportunities in partnership with the CEO and Chief Impact Officer

Advancement & Revenue Generation

- In partnership with the Advancement team, provide strategic oversight and leadership for all fundraising activities, including major gifts, corporate partnerships, foundation relations, and annual giving
- Lead the development of ambitious revenue goals and strategies to support organizational growth and sustainability
- Cultivate and steward relationships with major donors and institutional funders
- Partner with the Board of Directors on fundraising initiatives and donor engagement
- Oversee grant writing and reporting processes to ensure compliance and maximize funding opportunities

Marketing & Communications

- Direct the development and implementation of comprehensive marketing and communications strategies that elevate YW Boston's brand and mission
- Ensure consistent messaging across all channels that effectively communicates YW Boston's impact and thought leadership
- Oversee digital strategy, social media presence, and content development
- Lead crisis communications planning and response as needed

Strategic Partnerships

- Identify, cultivate, and manage strategic partnerships that advance YW Boston's mission and expand its reach
- Negotiate and oversee partnership agreements that create mutual value and impact
- Build coalitions and collaborative initiatives that position YW Boston as a convener and leader in the equity space
- Develop corporate partnerships that provide both funding and programmatic opportunities

Team Leadership

- Lead and develop a high-performing team including the VP of Advancement, Director of Marketing & Communications, and Director of Partnerships
- Foster a collaborative team culture that embodies YW Boston's values and commitment to equity
- Provide coaching, mentorship, and professional development opportunities for team members
- Ensure effective coordination between external-facing teams and program teams

Additional Organization Responsibilities

- Adhere to organization policies and procedures for maintaining organizational culture

and transparency, including use of regularly scheduled progress meetings with supervisor, team meetings, scheduling, e-mail and other communications platforms

- Maintain current knowledge of best practices in fundraising/advancement, marketing, and external relations
- Support YW Boston advancement through participation in education, outreach, cultivation and stewardship efforts
- Positively represent the organization in all interactions with the public
- Participate in and support YW Boston events and activities
- Actively participate in executive leadership team meetings and organizational planning
- Contribute to organization-wide culture-building and strategic initiatives
- Perform additional tasks as requested by the President & CEO

Experience/Qualifications

- 15+ years of progressive leadership experience in fundraising/advancement
- 10+ years of leadership experience in external relations or strategic partnerships
- Proven track record of successful fundraising, including major gifts and institutional giving
- Prior executive leadership or senior management experience required
- Experience leading marketing, communications, sales, engagement and partnerships functions/teams
- Experience working with boards, C-suite executives, and high-net-worth individuals
- Demonstrated success in building and managing high-performing teams
- Demonstrated commitment to YW Boston's mission to promote racial, gender and social equity
- Exceptional communication skills with ability to inspire and influence diverse audiences
- Strategic thinker with strong business acumen and analytical skills
- Proven relationship builder with excellent interpersonal skills
- Strong project management and organizational skills
- Openness to learning and willingness to give and receive feedback
- Experience in racial equity, gender equity, or social justice organizations strongly preferred

Key Competencies

- Equity-Driven Leadership: Demonstrated commitment to anti-racism and gender equity.
- Relationship Excellence: Builds and maintains authentic relationships that advance organizational goals

- Strategic Vision: Translates organizational mission into compelling external strategies
- Collaborative Leadership: Works effectively across teams and with external partners
- Innovation: Brings creative approaches to revenue generation and stakeholder engagement
- Cultural Competency: Demonstrates deep understanding of and commitment to equity principles

Salary and Benefits

This is a full-time, exempt position. Annual salary range is \$140k-\$175k. Salary scales are set according to an explicit compensation policy, and relevant market data is analyzed when setting ranges for each role. To ensure internal parity, YW Boston will analyze the candidate's overall number of years of experience as well as relevant experience pertaining to the position and in comparison with staff in the same job group to make the offer salary. Because salary ranges are small and the internal parity review is thorough, offers are firm.

YW Boston provides employees a comprehensive benefits package, including generous paid time off, flexible work schedule, medical, dental, and vision insurance, flexible spending accounts, life insurance, long-term and short-term disability insurance, accidental death, and a 403(b) retirement savings plan.

How to apply

YW Boston is an Equal Opportunity and Affirmative Action Employer and encourages applications from all qualified individuals without regard to race, color, national origin, religion, sex, gender identity, sexual orientation, age, disability, or veteran status, or to other non-work-related factors.

Applicants must be legally authorized to work in the U.S. At this time, YW Boston is not able to offer employment visa sponsorships. For applicants living outside of Massachusetts, YW Boston does not cover any relocation expenses.

YW Boston strongly encourages candidates from diverse backgrounds and experiences. We recognize that people from structurally marginalized groups often only apply to jobs if they meet 100% of the qualifications, despite the reality that applicants rarely ever meet 100% of the qualifications. If this position aligns with your experience and interests, please apply!

To apply, email the following materials to jobs@ywboston.org using the position title in the subject line of your email:

1. A resume detailing relevant experience
2. In lieu of a cover letter, please share your responses to each of the following questions:

- a. In 300 words or less, tell us about a time when you had to maintain a relationship with a funder, donor or sales client. What strategies did you employ to keep them engaged and gain their ongoing commitment?
- b. In 300 words or less, describe how you developed a comprehensive external relations strategy that aligned with overall business objectives, and what metrics you used to measure success?
- c. Given YW Boston's mission and legacy, please share how you foresee balancing long-term impact goals with sustainability objectives.

No phone calls, please. We will accept applications on a rolling basis until the position is filled.