



Executive Director

OPPORTUNITY AND KEY ORGANIZATIONAL HIGHLIGHTS

REACH Women's Network is seeking a dynamic and visionary Executive Director to lead the organization into its next phase of growth and expansion. The ED position is part-time initially with the option to become full-time.

REACH is five years old and is a highly diverse, well regarded, and influential women's network, serving 250 members and thousands of working women in our community. The Executive Director of REACH will inherit a solid foundation upon which to build. Over the past five years the organization has nurtured deep relationships, trust, and support within the community. Its community-facing annual REACH Women's Conference, leadership and mentoring programs including one with Salem College, Pink Couch panel series, and Community Survey of Women in the Workplace benefit many working women, sponsors/donors, and collaborators. Its suite of membership engagement opportunities include quarterly meetings, newsletter, volunteer committee work, and relationship building through Conversation Partners and REACH Groups, as well as leadership skill building and mentoring experiences.

ABOUT REACH WOMEN'S NETWORK

REACH Women's network seeks to advance economic development and to promote gender equity by elevating the collective voice and influence of women in the workplace.

REACH creates spaces and opportunities for women to develop and strengthen leadership skills, to connect and support one another, and to realize positive change in their careers, within their organizations, and in our community.

REACH *recognizes, encourages, advances, and connects* working women through unique programming, high impact events, and by advocating for positive outcomes for gender equity through influence and partnerships.

FACTS

- Founded in 2017 by 14 women with a shared vision to promote equity and provide support for working women.
- Founders spent several years working evenings to benchmark best practices, conduct a community listening tour, create a strategic plan, establish 501C3 status, build a board of

directors and board of advisors, and in February 2020 REACH Women's Network introduced itself to Winston-Salem/Forsyth County with its first annual REACH Women's Conference.

- REACH foundational structure includes:
 - 3/4 time program manager
 - Contract social media team
 - Financial management and oversight partner (Outfitters 4)
 - Grant writer/grants management contractor
 - CRM (Little Green Light)
 - Program committees (programming, development, membership, governance, finance)
 - 2025 REACH Conference co-chairs + contracted REACH Conference planner
 - History with and established relationships with 21 REACH Conference sponsors
- The organization raises funds to support its work through programming - including an annual conference and Pink Couch Panel series, sponsors, individual donors, and through grants.
- This summer REACH will open its first office located in the Salem College Inspector's House at 11 E Academy St, Winston-Salem, NC.
- REACH has an active board of directors, volunteer committees and chairs for marketing, membership, finance, governance, conference, programming, and development.
- Most recent multi-year strategic plan was completed March 2023.
- Currently has 250+ members. Serves thousands of working women through community facing programming, education, and events that connect the community.
- Currently REACH has 5 year-round Alliance Partners and 23 REACH Women's Conference sponsors.

CORE VALUES

We believe that advancing gender equity is a universal movement and that elevating the voice and influence of women will strengthen the vitality, creativity, productivity, and sustainability of our families, our workplaces, our economy, and our community.

We aspire to close the gender gap in order to ensure that women can earn equal pay and have the same access to career and workplace advancement opportunities as men.

We seek to elevate awareness and turn conversation into meaningful action that fosters positive, systemic change for women.

We believe that by working together – supporting, championing, and investing in one another – women can improve our own lives and the lives of women around us.

THE ROLE OF EXECUTIVE DIRECTOR

The Executive Director (ED) is a visible and active leader of REACH Women’s Network and has responsibility for the direction, management, accountability and sustainability of the organization. The ED is dedicated to the vision, mission, and strategic goals of the organization and is responsible for working with the organization’s stakeholders (board of directors, board of advisors, staff, members, volunteers, community partners, donors and sponsors) to fulfill strategic and operational goals. The ED represents REACH Women’s Network to membership and working women throughout the community and collaborates with key partners in the community. The position reports to the REACH Women’s Network Board of Directors.

MOST CRITICAL OBJECTIVES FOR REACH EXECUTIVE DIRECTOR

1. **Advocacy:** Be the face of REACH Women’s Network, and embody and advance its mission.
2. **Leadership:** Nurture, encourage and lead staff, volunteers, and partners as they help elevate REACH and implement our Strategic Road Map, paying special attention to succession and burnout. Build a positive, empowering growth culture. Collaborate effectively with BOD and REACH leadership to develop a future Strategic Vision and Roadmap for the organization.
3. **Fundraising, Development, and Stewardship:** Develop and execute strategies to secure funding for REACH’s work and ensure strong long-term financial stability for the organization. Build and nurture relationships that support fundraising. Expand REACH’s development opportunities, creating the infrastructure and processes for organizational expansion to new markets.
4. **Program Development and Implementation:** Oversee the design and implementation of high-quality programs, initiatives, and collaborations designed to empower and uplift working women.
5. **Community Outreach and Engagement:** Be highly visible and engaged. Build deep partnerships within the community and with all stakeholders to raise awareness, support, and collaboration, advancing our mission to champion working women.
6. **Monitoring and Evaluation:** Establish KPIs and systems to monitor and evaluate the impact of REACH’s activities, ensuring impact and accountability.

MOST IMPORTANT SKILL SETS FOR REACH EXECUTIVE DIRECTOR

1. **Proven Leadership Skills:** Strong leadership skills to guide and inspire the network and stakeholders to achieve our mission. Experience in managing others as well as managing

through influence. Able to see the macro and micro and connect the dots. Willing to roll up sleeves and get things done. Experienced and skilled at working effectively with boards, sponsors, members, and other stakeholders. Strong decision-making skills and decisiveness.

2. **Solid Strategic Thinker:** The ability to think strategically and develop long-term plans and goals for our growth and impact.
3. **Strong and Persuasive Communication Skills:** Excellent communication skills to effectively convey our mission, values, and impact to staff, volunteers, donors, supporters, and the wider community. Good listener and clear communicator. Collaborative style.
4. **Proven Fundraising and Financial Management Experience:** Proficiency in fundraising strategies and financial management to ensure financial growth and sustainability. Skilled at planning and effectively managing budgets and reporting. Well-established and respected community relationships.
5. **Skilled Networking and Relationship Builder:** The ability to build and maintain strong relationships with the BOD, BOA, donors, partners, and all stakeholders. A commitment to expanding the REACH Women's Network to build influence and impact.
6. **Cultural Competency:** Understanding of diverse perspectives and the ability to empathize with experiences of different groups of people, considering cultural nuances and sensitivities.
7. **Problem-Solver:** The ability to adapt to changing circumstances and evolving needs, staying flexible in response to unforeseen challenges. Be comfortable leading a young organization. Creativity to get things done within limited resources.

MOST CRITICAL QUALITIES FOR REACH EXECUTIVE DIRECTOR

- Passion - an authentic and infectious passion for the mission
- Empathy and cultural sensitivity
- Integrity
- Resilience
- Vision-thinking + growth mindset
- Adaptability, flexibility, and comfort with ambiguity
- Collaborative style
- Great connector and communicator – loves building relationships. Well connected to and good at navigating the community
- Listener, lifelong learner, good at asking questions
- Energetic, roll up her sleeves attitude. Will do what it takes to get it done
- Well-organized

ABOUT

- Salaried position, negotiable based on experience, skills, and qualifications
- Flexible hours
- Part time initially with option to become full time
- Opportunity for growth as the organization scales
- Flexible hours and hybrid working location
- ED's office in the Inspector's House at Salem Academy & College

SUBMISSION AND DEADLINE

The ED search is being led by a search committee consisting of eight current board of director and board of advisor members.

To express interest in this role please send your resume to info@reachwomensnetwork.org by July 31, 2024. If you have candidate suggestions you would like to share please email juliactownsend@icloud.com.