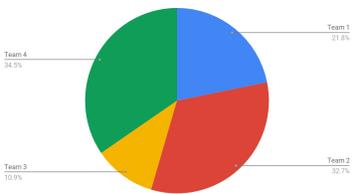


Wanted! Chief Revenue Officer

<p>THE ORGANIZATION</p> <p>In a Nutshell <i>The Nevada Independent</i> is the Silver State’s only statewide, nonpartisan, nonprofit news organization. Our mission is to deliver high-quality, in-depth journalism on the matters that mean the most to Nevadans — and to hold government and public officials accountable. We aim to educate our readers, while also encouraging them to engage, in order to elevate and broaden the scope of civic debate in the state.</p> <p>Fast Facts Established: 2017 Employees: 15 Annual Budget: \$1.8M</p> <p><u>Our story</u></p> <p>Organizational Impact</p> <ul style="list-style-type: none"> - 500% growth in digital readership in the past two years - 200% increase in reader donations in the past year - 150% growth in event revenue in the past two years 	<p>THE POSITION</p> <p>A Day In The Life</p>  <p>Your Job</p> <ul style="list-style-type: none"> - Co-create with leadership the fundraising and communications strategies that will fuel our work for the next five years - Supervise all aspects of revenue generation as well as the communications strategies that support the mission, vision and revenue growth - Help smooth and integrate storytelling, strategic marketing, sales and fundraising efforts - Oversee the management of an integrated donor and member database <p>Fundraising (Contributed Income)</p> <ul style="list-style-type: none"> - Use knowledge of our vision, mission and market position to develop a multi-year fundraising strategy encompassing major//individual gifts, foundation grants, sponsorship of events and membership - Build, cultivate and steward a portfolio of high impact individual, corporate and foundation donors, creating strong and purposeful 	<p>YOU</p> <p><i>We know not all strong candidates will have all the experience and skills listed here. What else do you bring to the table? Please tell us.</i></p> <p>This role is a fit if you...</p> <ul style="list-style-type: none"> - are an enthusiastic team builder and mentor who thrives in a collaborative environment - are a persuasive communicator and effective storyteller - are passionate about great journalism - are unafraid to cut new paths and eager to wax creative - are perceptive with exceptional proficiency in strategic and analytical thinking - have an innate sense of urgency with an understanding of the hard, sustained work required to achieve big outcomes - are a high-energy problem-solver and closer - love assembling, analyzing and working with data in order to craft strategies and achieve desired outcomes (SalesForce experience a plus) - have worked closely with executive boards and/or advisory councils in the formation and execution of high-level messaging and fundraising initiatives - have senior-level fundraising experience with a track record of success including proactively
---	---	--

	<p>relationships that advance our mission</p> <ul style="list-style-type: none"> - Partner with our executive director to cultivate major donors and strategic partnerships - Bolster systems and structures that support effective, efficient, sustainable fundraising programs <p><i>Sales and Sponsorships (Earned Income)</i></p> <ul style="list-style-type: none"> - Set and achieve income targets for memberships, event sponsorships and ad sales - Acquire new ad and sponsorship clients, while maintaining and expanding the account base - Work with the executive director to develop innovative, attractive sales solutions (e.g., matching advertising and sponsorship products to donor needs) - Acquire and track data, maintain accurate and appropriate records and provide timely reports and forecasts to the executive director and senior staff <p><i>Marketing</i></p> <ul style="list-style-type: none"> - Help develop a communications strategy and strategic marketing plan - Oversee execution of the plan including development of key messages, brand identity and design, sales and fundraising materials, annual reports and newsletters - Help drive increased audience engagement through the development and execution of a multi-channel strategy showcasing our work 	<p>building relationships and closing gifts from high net worth individuals, foundations and corporations</p> <ul style="list-style-type: none"> - have experience managing fundraising campaigns, events and membership initiatives - have experience working with an executive director/CEO and other senior leaders, effectively deploying them in service of major revenue generation opportunities - have experience working in tandem with sales, marketing and sponsorship initiatives - have a high comfort level with digital and social media - have awareness of cultural values, biases and differences in self and others - are able to lead diverse, inclusive teams while fostering a culture of excellence - have a personal approach that values individuals and respects differences of race, ethnicity, age, sex, sexual orientation, gender identity and expression, religion and socioeconomic circumstance. <p><i>Your Impact</i></p> <p>“You will help take <i>The Indy</i> from a sustainable endeavor to a growing, lasting institution with a far-reaching impact on Nevada.”</p> <p>— Jon Ralston Founder and editor <i>The Nevada Independent</i></p>
--	--	--

- Support and promote consistency of messaging and branding

Your Team

- You report to executive director Jon Ralston

- You partner with Jon and Managing Editor Elizabeth Thompson

- You will help us find, hire and collaborate with two other members of our business development team who will report to you: a development director and a corporate sales director

- You work closely with our audience engagement manager, who is tasked with extending our reach, solidifying our brand, engendering reader loyalty and feeding the fundraising funnel

Your Life

Location: Las Vegas, Nevada with some travel to Reno-Tahoe

Start date: Late summer 2021

Salary range: \$105K - \$125K

Benefits: Good health insurance plan; 401(k) plan with annual match up to \$2,400; 20 days of PTO per year plus 10 paid holidays

Your Next Step

[Click here](#) to answer a few questions and upload your resume.