



Mission: “Phoenix Society is the leading national nonprofit organization dedicated to empowering people affected by a burn injury. Phoenix Society serves burn survivors, loved ones, burn care professionals, researchers, and anyone else committed to empowering the burn community and building a safer world.”

[www.phoenix-society.org](http://www.phoenix-society.org)  
Open to Remote Employment

## SENIOR DIRECTOR OF DEVELOPMENT AND MARKETING

### THE OPPORTUNITY



Founded in 1977, the Phoenix Society for Burn Survivors (Phoenix Society) is the leading national not-for-profit organization dedicated to empowering people affected by a burn injury. Phoenix Society serves burn survivors, loved ones, burn care professionals, researchers, and everyone committed to empowering the burn community and building a safer world.

Phoenix Society seeks an entrepreneurial, creative, and strategic Senior Director of Development and Marketing (Senior Director). The Senior Director will have a breadth and depth of development experience and lead a comprehensive development office, including annual, major gifts, foundations, corporations, e-philanthropy, and events. The successful candidate will lead using best practices in methodologies, including digital marketing, face-to-face solicitation, and grant writing. S/he will preserve the Phoenix Society’s long-term alliances with donors while systematically developing national digital marketing and storytelling strategies to raise the organizational profile, ensure effective positioning, and increase fundraising capacity.

The Senior Director will leverage the Phoenix Society's major gifts program to create new relationships nationally with individuals, corporations, and foundations. The ideal candidate will lead a national expansion and monetization of the Phoenix Society's brand, including marketing opportunities with corporations and products that support burn survivors upon discharge from the hospital.

The successful candidate will build and carry a portfolio of prospects, including strategies for the identification, cultivation, solicitation, and stewardship of prospects. S/he will strategically engage the Chief Executive Officer, Chief Operating Officer, Board of Directors, and other key stakeholders, providing meaningful and valuable engagement opportunities and effective support. The Senior Director will partner with the Chief Executive Officer and other content experts on face-to-face briefings, solicitations, and gift negotiations. The ideal candidate will partner with Phoenix Society's programs team to elicit and synthesize information and translate this information into compelling cases for support and digital marketing efforts.

Working within the [Entrepreneurial Operating System \(EOS\) model](#), the Senior Director will report to the Chief Operating Officer / Integrator and also be accountable to the Chief Executive Officer for fundraising strategy and solicitation. S/he will lead a team of four fundraising and marketing professionals.

Phoenix Society has retained [Freeman Philanthropic Services, LLC](#) to assist with this crucial recruitment.

## ABOUT THE PHOENIX SOCIETY

Phoenix Society serves burn survivors, loved ones, burn care professionals, researchers, and everyone committed to empowering the burn community and building a safer world. Founded in 1977, Phoenix Society is now the leading national not-for-profit organization dedicated to empowering people affected by a burn injury.

The Phoenix Society empowers transformational healing by connecting thousands of survivors and professionals to the support, resources, and training they need. The organization's comprehensive suite of programs include virtual events, newsletters, magazines, online resources, and courses and webinars designed for survivors, their loved ones, and allies.

The Phoenix Society hosts the Phoenix World Burn Congress, a bi-annual in-person conference which provides education, support programs, and comprehensive resources to support and increase knowledge of burn recovery. In 2002, the organization established the Phoenix SOAR (Survivors Offering Assistance in Recovery) program, which has grown to more than 70 burn centers across the nation. Phoenix SOAR is the leading hospital-based program helping survivors and healthcare systems navigate the social and emotional impact of a burn journey, with trained peer supporters offering vital hope to new survivors.

The Phoenix Society's programs and initiatives have had tremendous impact on the burn community. The scope of the organization's impact includes:

- 80 SOAR Hospitals and 1,000 active SOAR volunteers, with 3,200 SOAR Peer Support visits in the last year;
- 1,200 attendees at the bi-annual Phoenix World Burn Congress;
- 10,000 households and 150 hospitals and foundations which receive the Journey Magazine;
- 600,000 website visits and 300,000 digital resource center visits annually; and
- 11,000 newsletter subscribers and 10,000 Facebook followers.

To learn more about the Phoenix Society's current programs, please visit Appendix I.

## LEADERSHIP



### **Amy Acton, RN, BSN, Chief Executive Officer**

Amy Acton is the Chief Executive Officer for Phoenix Society for Burn Survivors, where she has served the organization for over 20 years. Amy is a burn survivor, former burn nurse, and leading advocate for the burn community. She has dedicated her career to promoting the expansion of burn recovery services and resources for burn survivors and their loved ones.

Today, Amy is leading Phoenix Society for Burn Survivors to a new era of post-pandemic support. She is currently working with the organization to establish new resources, community networks, and a re-imagined version of the well-known Phoenix WBC. She is passionate about her work as a voice for her community to ensure the organization focuses on where it can provide the greatest impact to those that it serves. As a leading member of the burn community, Amy envisions uniting both the healthcare and survivor voice to ensure no survivor is ever alone.

Amy's vision for the community is one in which healthcare providers, survivors, corporate partners, and allies alike unite to support a new era in the journey of the survivor. Whether the support is financial, advocacy, or allyship—she asks the community to work with Phoenix Society to create a movement with a voice stronger and greater than ever.

When asked about what motivates her in her role, Amy shares, “As a survivor, I feel a great sense of commitment and accountability to help lead the charge for the continued advancement of the services we need. For Phoenix Society, I aim to continue to be survivor-informed to improve the lives of survivors and their loved ones. I try to ask the hard questions about where we aren't meeting the needs, then work creatively to find opportunities to fill the gap. I have a great sense of satisfaction and joy in seeing the advancement over time.”



### **Michael Gantt, Chief Operating Officer / Integrator**

Michael Gantt is the Chief Operating Officer/Integrator at The Phoenix Society for Burn Survivors in Grand Rapids, MI. In his role, he works closely with the Leadership Team and the Board of Directors to ensure the Organization has an integrated business plan, driving to execution of the plan and working to build a sustainable organization.

Prior to coming to the Phoenix Society, he spent the past 25 years in non-profit leadership roles, including the Chief Financial Officer at John Ball Zoo in Grand Rapids, and The Family Institute at Northwestern University, and Lincoln Park Zoo in Chicago, IL. As the Chief Financial Officer for the John Ball Zoo, Michael directly supported the CEO on all financial, business, and strategic decision-making, and worked closely with the Board of Directors to ensure financial integrity, oversight, and best practices. Additionally, he provided leadership and direction on all financial activity while collaborating with colleagues to ensure best-practice fiscal management in support of Zoo's mission.

### **Board of Directors**

Phoenix Society's Board of Directors is comprised of leaders and experts who are dedicated to the organization's mission, vision, values, and continued growth. The Board is a diverse group of burn survivors and corporate, not-for-profit, and community professionals.

For a complete list of members of the Board of Directors, please visit: <https://www.phoenix-society.org/who-we-are/team>.

## IMPORTANT RELATIONSHIPS

The Senior Director will report to the Chief Operating Officer / Integrator and also be accountable to the Chief Executive Officer for fundraising strategy and solicitation. S/he will lead a team of 4 development and marketing professionals: Corporate Relations Lead, Donor Relations Lead, Marketing Lead, and Marketing Content Creator.

The candidate will partner with the Development Committee of the Board of Directors. The Senior Director will serve on the Leadership Team, which is comprised of the Chief Executive Officer, Chief Operating Officer / Integrator, Senior Director of Programs and Service Delivery, and Director of Finance & Administration. The successful candidate will partner with Phoenix Society's programs team to elicit and synthesize information and translate this information into compelling cases for support and digital marketing efforts.

The ideal candidate will manage a team of fundraising and communications professionals using the Entrepreneurial Operating System (EOS) model. EOS is an entrepreneurial, change-focused model of thinking which has positioned the Phoenix Society to increase its impact and outcomes. To learn more about EOS, please visit: <https://www.eosworldwide.com/what-is-eos>.

## CHALLENGES AND OPPORTUNITIES

The Senior Director will be an effective development and communications leader with the capacity to lead and build a national annual giving program. S/he will be responsible for the following:

- Rapidly gain a thorough understanding of the scope and diversity of Phoenix Society's programs, research, advocacy, and organizational priorities;
- Establish processes and benchmarking standards that will ensure greater staff accountability, maximum effectiveness, and clearly defined goals, objectives, and methods with which to measure success;
- Preserve long-term alliances with new and current donors while systematically developing national digital marketing and storytelling strategies to raise the organizational profile, ensure effective positioning, and increase fundraising capacity;
- Build and lead a comprehensive development office, including annual, major gifts, foundations, corporations, e-philanthropy, and events;
- Partner with the Marketing Lead to create and implement digital fundraising and engagement initiatives to acquire, renew, and retain prospects and donors and ensure the Phoenix Society's long-term financial sustainability;
- Lead a comprehensive digital fundraising program, including creation of compelling digital materials, audience segmentation, optimization of the donor journey, staying aware of trends, and tracking and acting on donor data;
- Design and execute multi-channel fundraising campaigns and ensure that the creation and delivery of compelling fundraising messaging is consistent across all platforms;
- Oversee the creation of a digital fundraising and communications calendar to ensure a regular cadence of outreach using channels including social media, email, text, website, and video;

- Create compelling messaging which allows for national prospect engagement through multiple channels to inspire philanthropic giving;
- Execute annual giving campaigns and digital fundraising efforts to advance the Phoenix Society's philanthropic messaging to a national prospect base;
- Design digital engagement and giving opportunities to customize experiences and opportunities for individual prospects;
- Build and carry a portfolio of prospects, including strategies for the identification, cultivation, solicitation, and stewardship of prospects;
- Strategically engage the Chief Executive Officer, Chief Operating Officer, Board of Directors, and other key stakeholders, providing meaningful and valuable engagement opportunities and effective support;
- Build strong collaborative relationships with the Phoenix Society's leadership, colleagues, and members to further the culture of philanthropy across the organization;
- Serve as an active and contributing member of the Senior Leadership Team and effectively collaborate with colleagues throughout the organization; and
- Participate in face-to-face briefings, solicitations, and gift negotiations in partnership with the Chief Executive Officer and other content experts to ensure that the organization's financial goals are delivered.

## IDEAL QUALITIES AND EXPERIENCE

Phoenix Society for Burn Survivors seeks a mission-driven professional who will support and ensure the organization's philanthropic and communications success. In addition to the demonstrated ability to meet and exceed the responsibilities listed in the preceding section, the ideal candidate will possess the following experience and attributes:

- Entrepreneurial and resourceful spirit with the diplomacy to effectively engage and support the Chief Executive Officer, Chief Operating Officer, Board members, staff, colleagues, volunteers, prospects, and donors;
- Visionary, strategic, and collaborative fundraising and communications leader with a track record of creating and implementing national initiatives, resulting in significant revenue growth, increased brand awareness, and improved operations;
- Deep appreciation for, and an ability to articulate eloquently, Phoenix Society's mission, programs, aspirations, and impact both in-person and using a variety of digital channels;
- Demonstrated knowledge of the unique development needs of a fast-growing organization, with experience leading change management across an organization;
- Proven ability to develop, implement, and execute digital fundraising and communications strategies;
- Creative approach to leading strategic digital marketing and fundraising efforts to individual prospects and a national prospect base;

- Demonstrated track record of embracing innovative digital approaches to fundraising with the ability to track this information with financial metrics;
- Compelling leader with the ability to inspire and share the Phoenix Society’s impact both verbally and through visual, digital mediums;
- Acumen to deeply understand and passionately articulate Phoenix Society’s mission, impact, and goals to potential donors;
- Ability to elicit, understand, and synthesize information and translate this information into compelling cases for support and digital marketing efforts which motivate constituencies to give;
- Transparent team leader and manager with the demonstrated ability to motivate, mentor, and leverage a team’s existing capacity to strengthen performance and accountability;
- Ability to create a platform for growth, with benchmark analytics and data-driven metrics to organize and enhance the fundraising program;
- Excellent communication (writing, speaking, presentation, and listening) skills and keen attention to detail, with the ability to effectively communicate with all levels of the organization, as well as external constituencies;
- Authentic team player with a creative manner of approaching issues and devising sound solutions based on good judgment and collaboration;
- Knowledge of basic financial reporting helpful;
- Knowledge of EOS helpful, but not preferred; and
- Bachelor’s degree required; advanced degree preferred.

## COMPENSATION

The compensation and benefits package will be competitive and commensurate with the successful candidate’s background and experience.

## DIVERSITY

Phoenix Society for Burn Survivors is an equal opportunity employer. The organization is committed to diversity and inclusivity; individuals of all backgrounds are encouraged to apply.

## CONFIDENTIAL INQUIRIES AND HOW TO APPLY

Phoenix Society for Burn Survivors has retained Freeman Philanthropic Services, LLC to assist on this recruitment. FPS is a national leader in executive recruitment for the not-for-profit sector and brings a proven track record of recruiting top talent to diverse institutions.

Please send all confidential inquiries, applications, and nominations directly to FPS via email at [PhoenixSociety@glfreeman.com](mailto:PhoenixSociety@glfreeman.com).

All applications must include: (1) an up-to-date resume; and (2) a formal letter of interest (addressed to Gail L. Freeman, President of FPS) that specifically cites the experiences that best prepare the applicant for this role and why this particular opportunity at Phoenix Society for Burn Survivors is the logical and desired

next step in their career. Additional materials and information will be requested during the search and interview process.

## APPENDIX I – PHOENIX SOCIETY PROGRAMS AND SERVICES

### 1. Phoenix SOAR (Survivors Offering Assistance in Recovery)

Phoenix SOAR pairs burn survivors and their families with trained peer supporters further down the road to recovery. The sooner survivors connect with our community, the sooner they can get back to living.

### 2. Phoenix World Burn Congress (PWBC)

An in-person international conference event providing education, support programs, and comprehensive resources to support and increase the knowledge of recovery.

### 3. Online Support Offerings for Survivors and Loved Ones

- **Virtual Support Group** is a live support group hosted on the 2nd and 4th Monday of every month.
- **Peer Support Chat** is a weekly moderated online conversation where participants from all over the world can address questions and concerns about burn recovery.
- In our **Online Survivor Community** Facebook Group, we encourage members to share their experiences, thoughts, feelings, and questions with one another.

### 4. Phoenix: Engage

Phoenix: Engage offers burn survivors, their loved ones, and allied professionals another opportunity to explore, learn, heal and connect. This virtual event will provide ongoing engagement for the burn community to connect throughout the year.

### 5. Information & Referral Network

Our team of information and referral experts will be able to provide and route you to the correct point of contact to assist with your needs.

### 6. Journey Magazine

Published multiple times a year, Journey Magazine is an important touchpoint for our community. Each issue is packed with survivor stories, resource articles, and updates about the organization.

### 7. Girls with Grafts

A burn community podcast for burn survivors, caregivers, hospital staff, and corporate partners in the burn community. Hear in-depth conversations about survivor stories, gain resources for managing a burn injury, and information on prevention and advocacy.

## 8. Resource Center

Our Resource Center is an online collection of 200+ stories, articles, tools, and information to power the healing journey.

