



Job Description: Deputy Director

About The Well Project

The Well Project's mission is to change the course of the HIV/AIDS pandemic through a unique and comprehensive focus on women and girls, inclusive of women of trans experience. We envision a world in which women have the information, support, and tools they need to advocate for their health and well-being and to live a life free from stigma. Since our founding in 2002, The Well Project has become a recognized leader in the fight against HIV by revolutionizing the availability and accessibility of much-needed resources designed specifically for women living with HIV. The rapid evolution of technology and emerging ways information is accessed have dramatically increased our reach, exponentially expanding our impact both in the US and worldwide. Our programming and impact uniquely position The Well Project to ensure that women are not left behind as we embark on efforts to end the HIV epidemic.

The Well Project has a ~\$1 million annual budget (with growth every year) and 3 FTE and 2 PTE, in addition to several dedicated contractors. Over the past several years, The Well Project has significantly grown its programming and strengthened its position as a leading voice addressing the needs of women living with and vulnerable to HIV. We do this through: education and information, community support, advocacy and leadership, collaborative engagement, and women-focused research.

The Well Project's dedicated team works remotely from various locations in the U.S. Our online presence and history of leveraging technology have allowed us to continue to meet the needs of women living with HIV when the COVID-19 epidemic restricted in-person interactions around the country. The expertise we have developed throughout our history puts us in a strong position as we seek to grow in the months and years ahead.

About the Position

The Well Project is seeking a Deputy Director, a new position that will help us expand our capacity and strengthen our large and growing community. Reporting to the Executive Director, the Deputy Director will share key leadership responsibilities with a focus on development, staff engagement, and organizational growth. This is an extraordinary opportunity for a leader who wants to meaningfully address the needs of women living with and vulnerable to HIV at a national and global level.

The ideal candidate for Deputy Director is a driven and creative professional with a set of skills and expertise conducive to non-profit management and growth, including significant experience in development and fundraising. This individual will share responsibility for varied aspects of The Well Project's growth and should have experience with strategic planning, relationship cultivation and management, fundraising, and funder and stakeholder communications. The candidate should have strong writing skills, including specific experience writing and reporting on grants. The candidate will also be a strong manager and be capable of developing organizational infrastructure for a growing team. The Deputy Director, like all members of The Well Project's staff, will work remotely and can be based anywhere in the U.S.

Responsibilities

Fundraising Strategy and External Relationship Building

- Establish and manage the execution of the overall fundraising strategy with an emphasis on creating a diverse revenue portfolio that consists of existing funders and a combination of other potential sources (individuals, major donors, private foundations, corporate funders, etc.)
- Manage relationships with corporations and foundations. This includes researching potential funders; writing LOIs, grant proposals, reports; and managing program budgets.
- Introduce a plan for a major gifts strategy (includes identifying major donor prospects, creating cultivation and stewardship plans, and soliciting major gifts, among other activities)
- Improve existing fundraising infrastructure, including annual fundraising drive, and processes by professionalizing all functions and establishing efficiencies
- Identify and cultivate new donors and partnerships while expanding and deepening existing relationships, including managing the organization's current funding portfolio
- Set clear fundraising benchmarks for the organization, regularly reflect on progress through donor data tracking and analysis and adjust tactics as necessary to meet revenue goals
- Research, write, and/or edit written materials, including proposals, correspondence, appeal letters, and additional written work related to development and other aspects of relationship building

Organizational Leadership and Operations

- In partnership with The Well Project's Executive Director, support and help grow our organization's vision and strategy and instill a culture of philanthropy
- Work in collaboration with the Executive Director to further develop the infrastructure and strengthen employment policies of the organization
- Serve as organizational spokesperson and liaise with partner organizations and other key stakeholders
- Support the Board of Directors as needed
- Supervise staff as needed
- Contribute to key projects as needed

Candidate Requirements

- Passion for the mission of The Well Project and an awareness of the issues facing women living with and vulnerable to HIV
- 10+ years of professional experience, preferably in a non-profit setting
- Significant development experience, including:
 - Cultivating, soliciting, stewarding, and closing on gifts from individuals, corporations, government, and foundations
 - Conducting peer-to-peer fundraising and social media campaigns
 - Writing successful grant proposals and producing high-quality reports for funders
 - Diversifying revenue streams
 - Working with donor databases/CRMs, leveraging a database to develop and inform a broader development strategy
- Excellent persuasive written and verbal communication skills; the ability to articulate a clear and compelling vision and to generate buy-in for that vision

- Exceptional relationship-building and influencing skills; the ability to develop trusting relationships internally and externally
- Proven ability to work remotely and manage remote staff
- Experience managing and mentoring colleagues and fostering a diverse, inclusive, and equitable workplace

This is a full-time, salaried (exempt), remote, position. Some evenings and weekends may be required. Some travel will be required (within COVID safety limits).

Salary Range: \$80,000 - \$105,000 (based on experience)

Who Should Apply: The Well Project is an equal employment opportunity employer and is committed to maintaining a non-discriminatory work environment. The Well Project does not discriminate against any employee or applicant for employment on the basis of race, color, religion, sex, national origin, age, disability, veteran status, marital status, sexual orientation, or any other characteristic protected by applicable law.

Individuals identifying as Black, Indigenous, and other People of Color, LGBTQIA+, and/or living with HIV are strongly encouraged to apply.

How to Apply: To apply, a cover letter and resume should be submitted [via application link](#). Incomplete submissions will not be considered. Due to the high volume of applicants, only those selected for an interview will be contacted. Interviews will be conducted on a rolling basis until the position is filled. No emails or phone calls please.