



**REQUEST FOR PROPOSAL:
COMPENSATION MANAGEMENT SOLUTION
No. 20260605PD**

RFP Release Date:	June 25, 2026
Performance Period:	One (1) year, renewable upon satisfactory performance
Proposal Submission Deadline:	July 16, 2026
Question/ Inquiry Submission Deadline:	July 7, 2026
Electronic submission:	RFP@Heifer.org to the Attn: Total Rewards Manager
Contact information for inquiries about this RFP:	RFP@Heifer.org

I. General Information

This document is being issued in order to solicit proposals from potential companies for a **Compensation Management Solution** that supports job architecture, compensation benchmarking, salary structure administration, pay analysis, skills frameworks, and workforce planning, while providing access to reliable market data and insights to support informed compensation and talent decisions for the U.S. workforce.

See section *III Purpose & Objective* for more detail.

Heifer anticipates awarding a partnership for the RFP for Compensation Management Solution no later than August 1, 2026.

Please know that any technical questions or requests for clarification can be directed, in writing, to RFP@Heifer.org. Responses will be provided via email and shared with other vendors.

II. Background

Heifer International is a global nonprofit dedicated to partnering with smallholder farmers to sustainably address hunger and poverty in their communities while caring for the Earth. Since 1944, we have helped more than 52 million families around the world break the cycle of poverty. We operate in 19 countries across Africa, Asia, and the Americas, including the U.S., working with small-scale farmers to achieve living incomes and ensuring that they have adequate food, housing, and other essential resources to lead decent and dignified lives.

Heifer's work advances farmer-centered solutions that foster more productive, inclusive, and sustainable food systems and more resilient rural communities. We work with farming communities to establish strong social capital, provide technical and business training, facilitate new formal market avenues, form strategic partnerships at all levels, leverage third-party investments, and invest in and deploy appropriate and accessible technologies. Heifer's model is locally led, built on close collaboration with communities and key stakeholders to catalyze sustainable, scalable impact.

Our Values

At Heifer, our work and culture are grounded in our twelve Cornerstones and six Cultural Guiding Principles, which reflect our deep commitment to dignity, fairness, and impact. These values shape how we lead, collaborate, and grow as an organization. We believe in Passing on the Gift, accountability, caring for one another, sustainability, gender and social inclusion, and environmental stewardship. We prioritize full participation, open communication, and continuous learning rooted in self-awareness and human-centered leadership. Together, we foster a culture of belonging and shared purpose that drives meaningful, lasting change in the communities we serve.

The Organizational Context: A Global Ecosystem in Transformation

Heifer International is undergoing a bold, organization-wide transformation. Today, amid increasing volatility and complexity, a world that is Brittle, Anxious, Nonlinear, and Incomprehensible (BANI), we are evolving into a locally led, globally connected network rooted in resilience, empathy, flexibility, and transparency.

This is not a surface-level shift. Power is being redistributed closer to smallholder farmers and communities through semi-autonomous country nodes that operate with greater agility and contextual responsiveness. At the same time, global and regional roles are redefined to enable coherence, learning, and support, rather than control. Our mission remains unchanged, but how we deliver it is transforming.

Specific to the U.S. Region

There are approximately 200 full-time employees within the United States. Approximately half work in Arkansas (with a mixture of remote and hybrid roles), and the other half of the workforce work remotely in states outside of Arkansas.

III. Purpose and Objective

Through this Request for Proposal (RFP), Heifer International is seeking written proposals from qualified vendors to provide Compensation Management Solutions, specifically for the U.S. Workforce.

Heifer International is seeking a comprehensive, user-friendly platform that primarily supports job matching and compensation benchmarking. Other solutions of interest may be job description (or role profile), salary structure administration, pay analysis, and workforce planning. The solution should leverage employer-reported survey data, aggregated market data, and labor market insights to support equitable, market-aligned, and data-driven compensation decisions.

The primary objectives of this initiative are to:

- a) Modernize and simplify Heifer International's job architecture and job evaluation framework, replacing the current 15-factor methodology used to determine job levels.
- b) Improve confidence in compensation benchmarking by ensuring accurate market matches based on role scope, organization size, industry, and comparable employers.
- c) Support benchmarking of blended or unique positions through flexible market pricing methodologies.
- d) Validate and strengthen Heifer job level framework to ensure alignment with current market practices.
- e) Provide sustainable tools and processes that support ongoing compensation benchmarking and job leveling support,

Vendors should describe how their solution addresses these objectives and the requirements outlined in Section *III. a. Purpose and Objective: Scope of Work* in this request for proposal. An *Exhibit A: Vendor Proposal Questionnaire* and *Exhibit B: Recorded Demonstration* are also requested as part of the Technical Proposal.

a) **Scope of Work**

Role Profile and Job Content Management

- Create, maintain, and manage job levels, job functions, career levels, and job profiles.
- Support standardized role profiles and structured job content/role clarity.
- Role profile management tools including but not limited to job description writer, skill taxonomies, and intelligence support
- Competency framework and Core Skills Library for skill based hiring and shared resources
- Support capability-based job design and workforce planning.
- Enable alignment between jobs, career paths, and skills development initiatives.

Compensation for Benchmarking and Job Matching

- Ability to map Heifer's current Job Levels to the vendor's job architecture and evaluate job descriptions based on responsibilities, scope, qualifications, experience, and leadership requirements to determine the appropriate Job Level (Coordinator, Manager, Senior Manager, Director, etc.).
- Ability to validate proposed Job Level assignments based on role profile against market-aligned leveling criteria and provide recommendations when positions may be more appropriately aligned to a different Job Level.
- Provide comprehensive compensation data across industries while demonstrating strong participation within the non-profit and public sectors, including a substantial client base and sufficient survey depth to support reliable and statistically meaningful benchmarking against comparable organizations.

- Enable market pricing and benchmarking of jobs using multiple compensation survey sources and data providers, including employer-reported survey data, aggregated market data, and labor market intelligence. The solution must support benchmarking against both the broader market and comparable non-profit organizations to inform pay decisions, salary range development, compensation recommendations, and recruitment range determination.
- Support AI-assisted job matching and survey cut recommendations to improve the accuracy and efficiency of market pricing.
- Support geographic, market-based, and segment-specific pay range analysis and modeling.
- Able to benchmark based on location, size of workforce, revenue, and industry type
- Can be a benchmark combination of different roles to match a unique job description (i.e. 50% marketing manager, 50% graphic designer)
- Ability to support FLSA determination for jobs during benchmarking
- Provide configurable dashboards and reporting tools

Compensation Management

- Support compensation planning and scenario modeling to evaluate the organizational impact of proposed pay changes.
- Provide tools to model and forecast compensation programs, including merit increases, salary adjustments, and budget impacts.
- Support merit matrix development based on factors such as performance, compa-ratio, range penetration, and other compensation variables.
- Enable salary structure design and market validation of pay ranges.
- Enable employee-facing compensation communication tools that promote transparency
- Provide compensation analytics and visualizations that support workforce, talent acquisition, retention, and compensation strategy decisions.
- Enable analysis of internal pay equity and external market competitiveness across employee groups, job families, and career levels.
- Provide reporting and analytics capabilities to support compensation governance, workforce planning, and executive decision-making.

Integrations

- Available integrations with HRIS, Applicant Tracking Systems, and other Relevant platforms

IV. Relationship and Responsibilities

Heifer will assign the Total Rewards Manager to coordinate implementation of this activity. The contractor will keep Heifer informed of their progress. During the implementation, the contractor may seek and receive additional advice or guidance from the above-mentioned staff.

V. Proposal submission requirements:

Vendors interested in implementing this assignment are requested to submit a typed proposal by July 16, 2026, to email: RFP@heifer.org with Subject: **Job Leveling and Compensation**

Management Solution #20260605PD. Please include the name of the person in your organization who will be involved with negotiating the contract as well as their telephone and email contact.

Submission must be in English and pages must be numbered, including the name of the organization at the bottom of each page.

All interested bidders will submit their proposals with the following information:

1. Technical Proposal

a. General Information

- Organization overview
- Website
- List of all solutions available through the firm
- Overview of services that vendor can provide related to Primary Objectives and all aspects listed within Section *III. a. Purpose and Objective: Scope of Work of this RFP.*
- Attachments:
 - o Video demo showing how the system benchmarks the Heifer Job Description in Exhibit B

b. Vendor Proposal Questionnaire

- See [Exhibit A: Vendor Proposal Questionnaire](#)

c. Financial Proposal

Please provide a Cost and Fee Proposal Disclosure in USD, describing how your company expects to be compensated for each solution outlined in this proposal (e.g., implementation cost, annual subscription cost, cost for different solutions).

- Describe pricing model for different solutions
 - o Job Description Management and Skills Framework
 - o Future Job Architecture Support
 - o Compensation Benchmarking and Job Matching
- Compensation Management Planning and Long-Term Equity Itemized budget, including implementation fees, annual subscription fees, optional consulting fees, per employee fees
- Narrative explanations of line items
- Identify any additional costs not included in proposal
- Heifer reserves the right to request further information supporting detailed costs and prices

Please state your philosophy on compensation disclosure within the Cost and Fee Proposal Disclosure.

d. Late submissions and verification

Proposals received after the submission deadline will not be considered. Offerors are responsible for ensuring their proposals are submitted according to the instructions stated herein.

Heifer retains the right to terminate this RFP or modify the requirements upon notification to the Offerors.

VI. Selection Criteria

Final vendor selection will be made based on our evaluation of the criteria outlined within this RFP, specifically within **Section V. Proposal Submission Requirements**. This includes evaluation of the Vendor Proposal Questionnaire, Recorded Demonstration, and ability to provide services for Primary Objectives and aspects listed within **Section III. a. Purpose and Objective: Scope of Work** of this RFP.

VII. Validity of Proposals

Proposals submitted shall remain open for acceptance for up to 60 days from the last date specified for receipt of the proposal. This includes, but is not limited to pricing, terms and conditions, service levels, and all other information. If your organization is selected, all information in this document and the negotiation process are contractually binding.

VIII. Award Process and Contract Mechanism

No.	RFP Activity	Due date
1	Deadline for receipt of Proposals	July 16, 2026
2	Shortlist	July 21, 2026
3	Interviews	July 22 – July 24, 2026
4	Notification of Award/contract negotiation begins	July 27, 2026
5	Implementation	August 10, 2026

Heifer will issue an agreement based on the submission and Heifer's acceptance of deliverables. Once an award is issued, it will include the payment schedule, if applicable, with the deliverables specified above.

IX. Limitations

This RFP does not represent a commitment to award a contract, to pay any costs incurred in the preparation of a response to this RFP, or to procure or to contract for services or supplies. Heifer reserves the right to fund any or none of the applications submitted and reserves the right to accept or reject in its entirety and absolute discretion any proposal received as a result of the RFP. Intellectual Property.

X. Intellectual Property

Section 1. Ownership Generally. Subject to Section 2 below, any intellectual property (including but not limited to copyrights, trademarks, service marks, and patents), intellectual property rights, deliverables, manuals, works, ideas, discoveries, inventions, products, writings, photographs, videos, drawings, lists, data, strategies, materials, processes, procedures, systems, programs, devices,

operations, or information developed in whole or in part by or on behalf of Contractor or its employees or agents in connection with the Services and/or Goods (collectively, the "Work Product") shall be the exclusive property of HPI. Upon request, the Contractor shall sign all documents and take all actions necessary to confirm or perfect HPI's exclusive ownership of the Work Product.

Section 2. Prior-Owned Intellectual Property. Any intellectual property owned by a Party before the Effective Date ("Prior-Owned IP") shall remain that Party's sole and exclusive property. With regard to any of Contractor's Prior-Owned IP included in the Work Product, Contractor shall retain ownership, and hereby grants HPI a permanent, non-exclusive, royalty-free, worldwide, irrevocable right and license to use, copy, reproduce, publicly display, edit, revise, perform, and distribute said intellectual property, in any format or any medium, as part of the Work Product.

Section 3. Work Made for Hire. To the extent copyright laws apply to the Work Product, the Parties agree that (a) HPI specially ordered or commissioned the Work Product, (b) the Work Product is a "work made for hire" under United States copyright laws, and (c) HPI shall be deemed the author thereof and shall own all right, title, and interest therein. To the extent such rights, in whole or in part, do not vest in HPI as a "work made for hire", Contractor hereby irrevocably grants, assigns, and transfers to HPI, exclusively and in perpetuity, all of the Contractor's rights of any kind or nature, now known or hereafter devised, in, too, and in connection with the Work Product, and HPI shall solely and exclusively own any rights therein, and in the elements thereof, including but not limited to any allied, ancillary, subsidiary, incidental, and adaptation rights. The contractor hereby waives all rights known as "moral rights", and any similar rights, which Contractor may have in connection with the Work Product. The description of Services and/or Goods provided in this Agreement shall in no way limit the way HPI may use the Work Product.

XI. Applicable Regulations

Offerors must be legally registered to operate within United States and comply with local applicable legislation, including but not limited to labor law, financial requirements, taxes, etc.

Exhibit A: Vendor Proposal Questionnaire

1. Firm History, Experience and Qualifications

- a) Provide a brief history of your firm including— including client size and industry types, number of years in service, and business philosophy.
- b) Describe the visibility and influence of your firm in the compensation and job architecture field.
- c) Why is your platform the best fit for a nonprofit organization, primary focused on U.S. workforce?
- d) What innovations are you bringing to compensation management over the next three years?

2. Platform Overview

- a) Describe your compensation management platform, and key modules
- b) Is your platform cloud-based? If yes, please describe hosting structure
- c) Describe your information security program.
- d) What AI capabilities does the platform support?
- e) How frequently are system updates released?
- f) Describe your product roadmap for the next 24 months
- g) What differentiates your solutions from competitors?
- h) Is HRIS integration required for this solution?
- i) Do you integrate with: (a) Employee Navigator (b) Unit4 (ERP Software) (c) JobVite
- j) Describe data import/export capabilities.

3. Services

Please provide a comprehensive scope of services, in addition to responding to the requests below.

JOB DESCRIPTION MANAGEMENT, SKILLS FRAMEWORK, AND FUTURE JOB ARCHITECTURE SUPPORT

- a) Does the platform provide role profile and job description management functionality? If so, please describe the capabilities, including job description creation and integration with job architecture, compensation, and talent management processes.
- b) Describe the platform's skills framework, including:
- How skills used in job descriptions are sourced, validated, and maintained.
 - How skills are linked to positions, job levels, job families, and career paths.
 - Whether proficiency levels can be assigned to skills and how proficiency standards are defined.
 - How skills and proficiency data are incorporated into job description development, market benchmarking, workforce planning, career progression, succession planning, and talent development.
- c) Heifer International is currently undergoing organizational transformation, and future changes to job architecture, career frameworks, job families; role definitions, titles, and leveling structures may occur and we may need support from this solution during the life of this engagement. Please describe:
- Your experience supporting organizations through job architecture redesigns, organizational transformations, and career framework development.
 - Your methodology for establishing and validating job families, career levels, role hierarchies, and career pathways.
 - How your platform supports role clarity initiatives, including competency frameworks, skills frameworks, career progression models, and leadership frameworks.
 - How your solution supports skills-based workforce planning and career mobility.
 - Your approach to remapping benchmarked positions when job levels, job families, titles, or organizational structures change.

COMPENSATION BENCHMARKING AND JOB MATCHING

- a) Describe your job evaluation and title methodology?
- b) Describe your approach to supporting an organization with ensuring current Job Levels are correctly defined compared to survey data, and matching current organization job levels to levels within the system? Can the platform map to Heifer's current Job Levels?
- c) When identifying a minimum, mid-point, and maximum salary range for a job, what data can be provided on the number of years of experience for each data point (if possible)? How does the system identify compensation when compared to years of experience?

Heifer Job Levels	Current Job Level Descriptions
General Support	Performs manual, operational, or facility-related tasks that support day-to-day organizational operations. 0 – 3 Years of Experience. High School Diploma.
Assistant / Administrative Clerk	Provides administrative and clerical support, including scheduling, records management, correspondence, and office coordination. Works under

	close supervision with limited decision-making authority. 0 – 3 Years of Experience. High School Diploma.
Specialist	Apply foundational professional knowledge to perform routine assignments. Works under supervision to resolve issues of limited scope and complexity. 3 – 5 Yrs of Experience. Associate’s degree and/or bachelor’s degree.
Senior Specialist	Performs specialized work using established practices and procedures. Ensure accuracy and consistency while handling more complex assignments within a defined area of expertise. 3 – 5 Yrs of Experience. Associate’s degree and/or bachelor’s degree.
Coordinator	Applies professional knowledge and organizational policies to complete assignments of moderate complexity. Works independently within established guidelines and may provide guidance to support staff. 5 – 7 Years of Experience. Bachelor’s degree.
Senior Coordinator	Use advanced professional knowledge and judgment to resolve moderate to complex issues. Coordinates multiple processes and ensures quality, consistency, and effective service delivery. 5 – 7 Years of Experience. Bachelor’s Degree.
Manager	Directly supervises professional or technical staff. Establishes team goals, manages performance, interprets policies, and ensures operational results are achieved. 7 – 9 years of experience. Bachelor’s degree.
Senior Manager	Leads significant programs, functions, or teams with broad operational responsibility. Translates strategy into execution, manages resources, and drives results with considerable autonomy. 7 – 9 years of experience. Bachelor’s Degree.
Director	Leads a major function, department, or program through managers. Establishes strategy, develops policies, drives organizational change, and influences enterprise decisions. 10 – 12 years of experience. Bachelor’s Degree.
Senior Director	Oversees multiple functions, departments, or large organizational initiatives. Responsible for long-term planning, organizational growth, resource allocation, and cross-functional leadership. 10 – 12 years of experience. Bachelor’s Degree.
Vice President / General Counsel	Provides strategic leadership for a major organizational division or function. Accountable for departmental performance, budgets, policy direction, and achievement of business objectives through directors and managers. 12 – 15 years of experience. Bachelor’s Degree.
Senior Vice President	Leads multiple divisions or enterprise-wide functions. Responsible for operational performance, financial stewardship, organizational effectiveness, and execution of strategic priorities. 12 – 15 years of experience. Bachelor’s Degree.
Chief / Executive Vice President	Enterprise executive responsible for leading major organizational functions or business areas and setting strategic direction across the organization. Accountable for enterprise-wide outcomes, policy

	development, resource stewardship, and achievement of long-term organizational goals through senior leaders and executives.
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- d) Describe the compensation survey sources utilized.
- e) What industries are represented in your compensation database? How many organizations contribute to data? How many non-profit organizations contribute? What sizes of organizations are in your data pool as well?
- f) How frequently is market data updated?
- f) Can benchmark be based on location, size of workforce, revenue, and industry type?
- g) Can benchmark be made up of different roles to match a unique job description? (i.e. 60% project manager, 40% admin support)
- h) How do you ensure data quality and accuracy?
- i) Can custom peer groups be created?
- j) Can organizations blend multiple survey sources?
- k) Does the system provide support on FLSA Exemption determination?

COMPENSATION PLANNING AND LONG-TERM EQUITY

- a) Can salary ranges be modeled and updated automatically? How is the data collected to support salary range modeling?
- b) Can midpoint progression be managed?
- c) Describe market movement tracking functionality.
- d) Can the system identify range penetration and compa-ratio?
- e) Can the client view compensation positioning against market and internal equity?
- f) Describe annual merit planning capabilities.
- g) Can budget modeling be performed?
- h) Describe pay equity analysis capabilities.

- i) Can the platform identify potential pay disparities?
- j) Does the platform support pay transparency initiatives?

REPORTING AND ANALYTICS

- a) Describe standard reporting capabilities.
- b) Can custom dashboards be created?
- c) What workforce analytics are available?
- d) Describe compensation analytics available, including:
 - a. Compa-ratio
 - b. Range penetration
 - c. Market positioning
 - d. Pay equity
 - e. Internal equity
 - f. Compression analysis
 - g. Can reports be exported to Excel and Power BI?

IMPLEMENTATION AND ONGOING SUPPORT

- a) Describe ongoing customer support.
- b) Do you provide ongoing customer support for the following?
 - a. Role Profile Management
 - b. Job Leveling, Market Pricing and Benchmarking
 - c. Pay Equity Reviews
 - d. Salary Transparency Laws and Compliance
- c) Describe the compensation education and resources available to clients. Please include:
 - a. Educational webinars, workshops, and events related to compensation, job architecture, pay transparency, pay equity, market trends, and compensation planning
 - b. Newsletters, blogs, and other research publications on key compensation topics
 - c. Employee-facing educational materials related to compensation, pay transparency, etc.

Exhibit B: Heifer Provided Job Description

Please provide a recorded demonstration showing how the platform benchmarks this Heifer job description. The recording should showcase how the system determines job level, identifies common market titles and typical years of experience, and benchmarks hybrid roles to external market data.

Please demonstrate benchmarking against various data sources and peer group filtering, including all organizations, organizations of similar size, nonprofit organizations, and organizations in industries relevant to Heifer International.

Please also provide the total number of organizations and nonprofit organizations represented in the benchmarking.

Title: <INSERT TITLE>

Job Level: <INSERT>

External Market Data: <INSERT BASE SALARY MID-POINT>

External Market Data Based on Years of Experience: <INSERT>

Salary Range for Role, Base Salary Only (Min, Mid, Max): <INSERT>

Role Summary

The <INSERT TITLE> is responsible for expanding the organization's reach among priority audiences. This role identifies and activates high-impact distribution channels and partnerships to ensure Heifer's work—supporting smallholder farmers and building sustainable livelihoods—is visible, relevant, and compelling to key audiences.

This role ensures that organizational campaigns and content are seen by the right audiences—through influencers, media, partnerships, and cultural moments— and that increased visibility drives both brand recognition and mission awareness, translating into meaningful engagement and philanthropic support.

This position does not lead campaign development or core storytelling but serves as a critical partner in amplifying campaigns to achieve visibility, deepen audience connection to Heifer's mission, and drive downstream donation outcomes.

This role is focused on building brand awareness, expanding reach, and activating audiences through earned and paid media distribution and partnerships. It does not own campaign development or core content creation.

Success Looks Like

- Campaigns consistently reach **priority audiences at scale** through effective distribution channels and earned media
- Strong network of influencers, partners, and media relationships that extend Heifer's reach and credibility
- Increased qualified traffic and engagement tied to amplification campaign efforts

- Clear, measurable contribution of brand awareness and amplification strategies to donor acquisition and revenue growth
- Seamless integration between campaign visibility and Heifer's fundraising pathways

RESPONSIBILITIES AND DELIVERABLES

Audience Growth & Strategic Distribution (10%)

- Ensure campaign content is distributed through high-impact, credible pathways (influencers, media, partnerships, platforms) that reach priority audiences at scale
- Continuously assess where target audiences engage and adapt strategies to reach them effectively

Campaign Amplification (20%)

- Partner with internal teams to amplify priority organizational campaigns across external channels
- Translate campaign objectives into clear distribution and visibility strategies that reach target audiences at scale
- Conceptualize innovative publicity and amplification approaches that go beyond traditional media – identifying new formats, moments, and platforms
- Collaborate with the content and digital teams to identify amplification opportunities throughout the campaign development process
- Ensure campaigns are consistently positioned for maximum reach, earned media potential and engagement across external channels

Influencer & Partnership Activation (20%)

- Build and manage relationships with influencers, talent, brands, and mission-aligned partners that extend reach and credibility
- Work directly with talent representatives, brand partners, and community advocates to align on campaign goals and secure authentic participation
- Design partnership opportunities that generate earned media, expand audience reach, and enhance credibility
- Oversee talent management strategy across press cycles, activations, and high-profile appearances – ensuring thoughtful preparation and positioning
- Handle sensitive partner and talent matters with discretion, maturity, and sound judgment
- Assess how influencer and partnership efforts contribute to audience growth, engagement, and interest in Heifer's mission, and adjust strategy to maximize impact and return on investment

Earned Media & Cultural Visibility (10%)

- Identify and help shape opportunities that attract media attention and increase campaign visibility
- Partner with Global Communications to align amplification efforts with media strategy
- Support talent- and partner-driven moments that are shareable, relevant, and coverage-worthy

Awareness to Engagement to Donation Pathways (20%)

- Ensure all awareness efforts connect to clear audience actions - website visits, email sign-up, giving opportunities
- Partner with Revenue & Partnership Cultivation (RPC) and digital teams to align amplification strategies with fundraising journeys and donor acquisition goals
- Use research and insights to plan, execute, and evaluate communications efforts in support of organizational priorities
- Focus on reaching audiences with a high likelihood to engage and give—not just increasing reach

Performance & Optimization (10%)

- Establish KPIs and measure the performance of earned media and amplification strategies
- Track and evaluate the effectiveness of partnerships, channels, and amplification strategies
- Measure success based on qualified traffic, audience engagement, impressions, and contribution to fundraising outcomes
- Continuously refine strategies to improve the impact and efficiency of audience growth efforts
- May perform other job-related duties as assigned

Managing Key Partnerships (10%)

- **Revenue & Partnership Cultivation (RPC) Teams** – align audience growth strategies with fundraising priorities and donor journeys
- **Global Communications** – coordinate on messaging, media strategy, and storytelling adaptations for external amplification
- **Digital & Marketing Teams** – ensure seamless pathways from awareness to engagement and donation

Minimum Requirements

- Bachelor's degree in marketing, communications, or related field or equivalent combination of education and professional experience.
- **<INSERT YEARS OF EXPERIENCE REQUIRED FOR TYPICAL JOB LEVEL AND ROLE>** in audience growth, marketing, partnerships, media, or related fields.
- **<INSERT YEARS OF EXPERIENCE REQUIRED FOR TYPICAL JOB LEVEL AND ROLE>** managing marketing projects.
- Proven experience expanding reach through partnerships, influencers, media, or distribution strategies
- Demonstrated ability to drive awareness that leads to measurable engagement or revenue outcomes.
- Strong understanding of audience segmentation and persona-based targeting.
- Experience working cross-functionally to support campaign execution and amplification.
- Strong instincts for culture, media, and what drives audience attention and action.

Most Critical Proficiencies

- Knowledge of marketing and communication strategies.
- Expertise strategic communication for the development of new partnerships.

- Alternative storytelling forms including video and infographics.
- Proficiency in writing and editing for marketing related content.
- Ability to foster and maintain a spirit of unity, teamwork, and cooperation among all personnel.
- Sensitivity in working with multiple cultures and beliefs and gender equity.
- Ability to work with executive and senior management; excellent negotiation, influencing and presentation skills.
- Strong project management skills, including the ability to work independently, and collaborate with internal and external stakeholders.
- Design and develop standards for marketing success. Develop and monitor metrics to measure the reach and impact of communications and to identify areas of success and opportunity.

Essential Job Functions and Physical Demands:

- Constant face-to-face, telephone, and electronic communication with colleagues and external stakeholders.
- Frequent sitting, standing, and walking, with occasional bending and lifting; may work at a computer for extended periods of time.
- Ability and willingness to travel as needed.
- Ability to meet and deal with others in a courteous and tactful manner.
- Working with sensitive information and maintaining confidentiality.
- Ability to balance multiple priorities in a dynamic and changing environment.
- High cultural sensitivity and strong interpersonal skills to work across diverse teams and partners.
- Ability to work remotely and collaboratively with distributed teams.
- Proofread correspondence for correct punctuation and grammar and produce documents in a well-designed, attractive format.
- May require constant sitting and moving, working at a computer for extended periods.
- Commitment to safeguarding and ethical practices.