



**Michelle Whiting & Associates**

**Foundation Relations, Development Assessment and Planning, and Executive Search  
for the Nonprofit Sector**



## **CHIEF GROWTH OFFICER**

### **LIBERTY IN NORTH KOREA**

Founded in 2004 by a group of college students at a conference at Yale University, Liberty in North Korea's (LiNK's) mission is to "Work with the North Korean people to accelerate change and opening in the world's most closed country."

North Korea is still the most repressive country in the world today with 25 million people living in isolation and enforced poverty. LiNK is a global movement standing with the people of North Korea with the belief that the people of North Korea will achieve liberty in our lifetime. LiNK fulfills its mission via three critical areas of focus:

- 1) Rescuing refugees—Helping North Koreans who have escaped reach safety and freedom through a modern-day underground railroad.
- 2) Capacity building and empowering North Koreans in their new lives—Working with resettled North Korean refugees to support their success and cultivating the next generation of North Korean advocates, storytellers, and leaders.
- 3) Changing the narrative of North Korea—Focusing on the stories of the North Korean people, not just the politics.

To date, over 1,200 North Korean refugees and their children have reached freedom through LiNK, with over 200 rescued in 2019. LiNK has resettled over 1,000 North Korean refugees and over 470 have been reunited with family members in South Korea and the United States.

All of this has been accomplished through grassroots fundraising and the generosity of major donors committed to LiNK's mission. At this stage of its organizational lifecycle, LiNK seeks a Chief Growth Officer—a development professional with comprehensive fundraising and marketing experience to mentor the Growth Team, maximize funds raised through existing channels, and identify additional strategies to attract new donors and raise increased revenue.



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#### **POSITION OVERVIEW**

The Chief Growth Officer (CGO) will be responsible for long-term revenue growth in order to ensure Liberty in North Korea can fulfill its mission. This individual should be entrepreneurial and enthusiastic about fundraising and marketing and will create and oversee the execution of strategies for an end-to-end pipeline that will effectively grow and mobilize LiNK's passionate, diverse, and global base of donors. The CGO will oversee a team of development, marketing and communications, and creative staff (Growth Team) and have the opportunity to work with a committed board of directors. This role will report to the CEO and work closely with the Executive Leadership Team (ELT) to accelerate and ensure sustainable and measurable growth.

#### **PRIMARY RESPONSIBILITIES**

- Create and implement a comprehensive plan for revenue growth supported by annual goals and objectives to which the CGO and their team will be held accountable
- Work closely with the CEO to set a bold vision and create ambitious goals around donor/supporter acquisition, retention, and growth
- Together with the Growth Team, evaluate, optimize, and create new methods and approaches to donor/supporter acquisition, conversion, solicitation, cultivation, and impactful communication
- Design and direct new experiences, opportunities, and events that will engage, cultivate, and educate supporters and further develop meaningful relationships with LiNK's donors and partners
- Implement more formal mechanisms for gifts of endowed funds and planned giving
- Align marketing, communications, and media efforts toward goals
- Create structure, tools, processes, and systems that will support the Growth Team
- Identify, cultivate, solicit, and manage a personal portfolio of high net worth and ultra-high net worth individuals
- Build meaningful external partnerships and relationships to broaden LiNK's reach and further enhance the organization's mission and brand
- Monitor philanthropic trends and maintain knowledge across industry innovation related to marketing and fundraising
- Utilize various analytics and research mechanisms to identify prospective donors
- Work closely with the Data & Analytics Manager to ensure effective collection and analysis of data across the Growth Team and utilize key insights to inform strategy
- Work closely with the Data & Analytics Manager to optimize current infrastructure, including upgrading databases, increasing Salesforce capabilities, and developing needed systems and processes to better support the Growth Team in achieving success
- Effectively build, motivate, and manage a unique team structure and diverse, hard-working staff around shared growth goals
- With the CEO, work to engage the Board of Directors in giving and helping to raise funds for the organization



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### **EDUCATION, BACKGROUND, CAREER PATH, AND WORKPLACE PHILOSOPHY**

At a minimum, this position requires:

- A bachelor's degree from an accredited college or university
- At least 5-7 years of successful fundraising experience achieved in relevant positions of increasing responsibility and scope. At least 2 years of supervisory experience with both direct and indirect fundraising and marketing/communications reports
- Demonstrated fundraising success in securing individual and major gifts along with additional sources of revenue
- Experience in mentoring team members and maximizing their potential to achieve growth goals
- Must have the ability to lead, motivate, and inspire confidence among colleagues, volunteers, and donors
- Knowledge and experience in fundraising and marketing that will help achieve revenue and outreach goals
- Experience in the development and execution of successful fundraising plans, including online and other social media-driven strategies, peer-to-peer fundraising, monthly recurring giving programs, and mobilizing volunteers globally (chapter program)
- Understanding of the use of data and analytics as a part of fundraising activities
- Demonstrated experience building, developing, and retaining strong relationships with donors and volunteers, including board members
- Outstanding communication skills: an attentive listener, articulate speaker, and clear and persuasive writer
- A collaborative and communicative work-style that translates into measurable results with donors as well as internal partners
- Change-management experience that includes operational and process audits to strengthen internal processes and align development and financial management procedures
- Passionate advocate for LiNK's mission and an entrepreneurial mindset toward growth
- Excellent judgment, integrity, and commitment to personal accountability and high standards of ethics and confidentiality
- Strong data-driven decision maker
- Must be incredibly adaptable and flexible, able to thrive on challenges
- Experience using Salesforce is a plus.

### **KEY CHARACTERISTICS AND TRAITS**

LiNK seeks a creative and data driven CGO who understands that success comes from a team with distinct yet integrated talents. In line with our core organizational values of teachability, mutual respect, tenacity, and stewardship, we seek the following traits in this critical position:

**Adaptability and Flexibility** - an entrepreneurial and creative approach, being open to new ideas, trying things out, and moving quickly on good ideas

**Founder's Mentality** - a visionary who will immediately recognize our potential and imagine what LiNK can grow into, a thought-partner with the CEO who makes that possibility into a reality, helping us to grow and maximize our impact as an organization. Ultimately, someone who takes extreme ownership and responsibility for growth and for their team, as if they were the founder or CEO him/herself



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**Leads with Confidence/A Team Builder** - A leader who is confident in their abilities and their experience, can reassure a team, is comfortable in building strategy and equally comfortable in the knowledge they can learn from their staff. A relational team builder who understands success and trust-building comes when you not only manage down, but allow staff to manage up

**Trustworthy and Teachable** - Trust is key. LiNK has a culture where everyone is encouraged to admit what they don't know and where they need help, open to being taught (managed up), and willing to put in the time to learn and understand enough to do the best job possible

**Leading with your Sleeves Rolled Up/Personally Delivering** - Knowing that “jumping in” on everything from high-level strategy to all-hands-on-deck tasks is how you best understand the organization and each of its many moving parts. LiNK is relatively small but effective and very team oriented. When deadlines loom, everyone willingly steps in, including our executive team. Whether it's finishing a critical presentation proposal, setting up chairs at an event, or calling to thank supporters, we are looking for people on our team who are willing/wanting to go above and beyond because this isn't *just* a job.

### FINANCIAL TARGETS

Given the current global climate and the subsequent impact on some of LiNK's programs, LiNK's budget for the 2021 Fiscal Year is approximately \$3.5M with the goal of 10% growth by 2022. Contributed income comprises 100 percent of the budget and is raised through major gifts, two annual galas (Los Angeles and New York), family foundation grants, and significant grassroots individual support. The CGO and his/her team are responsible for leading and meeting all annual, program, and initiative financial goals.

### REPORTING RELATIONSHIPS

This position reports directly to the Chief Executive Officer. The Chief Growth Officer leads the Growth Team by directly supervising three staff: the Senior Growth Manager (Major Gifts/Foundations), Growth Manager (Events and Campaigns), and Assistant Director of Marketing and Communications. In addition, this position has a dotted line to the Data and Analytics Manager and indirectly supervises six staff: the Growth Manager (Major Gifts), Senior Growth Coordinator (Grassroots Giving), Senior Marketing and Communications Coordinator, Media Manager/Filmmaker, Senior Graphic Designer, and Graphic Designer.

### LOCATION AND TRAVEL

The CGO will be based at LiNK's headquarters in Long Beach, California, though currently, staff are working remotely due to the corona virus. This position will require travel to South Korea and Southeast Asia within the first six months of employment (pending COVID). Thereafter, approximately 25% to 30% of time for domestic travel will be required annually.

### COMPENSATION

LiNK is offering an industry-competitive compensation package based on the candidate's qualifications and experience. LiNK offers medical, dental, and vision insurance to employees and their dependents as well as life/AD&D insurance for employees. Benefits also include the opportunity to participate in a SIMPLE IRA in which the organization will match up to 3% of employee's contributions, and 12 paid sick days per year.



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**APPLICATION PROCESS**

Please submit the following to [Michelle@MichelleWhitingandAssociates.com](mailto:Michelle@MichelleWhitingandAssociates.com).

- 1) Cover letter: All candidates must submit a thoughtful cover letter which outlines qualifications, experience, and past success leading a comprehensive development and marketing program and explains how these qualifications fully intersect with LiNK's needs for this position.
- 2) Resume/CV

Please forward both attachments to [Michelle@MichelleWhitingandAssociates.com](mailto:Michelle@MichelleWhitingandAssociates.com) with "Chief Growth Officer" as the subject line. Incomplete applications will not be considered. Due to the anticipated volume of applications, only principal, qualified candidates will receive a response. We ask that no phone calls or emails be directed to LiNK.

To learn more about this organization and its compelling human rights work, please visit [www.libertyinnorthkorea.org](http://www.libertyinnorthkorea.org).

***Liberty in North Korea is an Equal Employment Opportunity Employer and actively seeks a diverse pool of candidates.***