

ORGANIZATION: National Psoriasis Foundation
POSITION: Chief Revenue Officer (CRO)
REPORTS TO: President & CEO
LOCATION: Remote, Eastern Time Zone Preferred
INFORMATION: [Website](#); [Strategic Plan](#)
TO APPLY: Please send resume and cover letter to NPFCRO@pbrsearch.com.

BACKGROUND

The National Psoriasis Foundation (NPF) is a non-profit organization with a mission to drive efforts to cure psoriatic disease and improve the lives of those affected. Founded in 1966 from a tiny, classified ad in a Portland, Oregon, newspaper, NPF has evolved to become the leading patient advocacy group for the more than 8 million Americans living with psoriasis and psoriatic arthritis. As emerging research continues to demonstrate the serious, systemic effects of these chronic autoimmune diseases, the organization's highest priority is to find a cure. To that end, as the largest nonprofit funder of psoriatic disease research in the world, NPF is investing in strategies that focus on drug development and other approaches to improve health outcomes for everyone with psoriatic disease.

POSITION

The Chief Revenue Officer is responsible for providing vision, leadership, and overall management of the organization's revenue producing initiatives. Reporting to the President & CEO, the Chief Revenue Officer will be responsible for the performance and alignment of revenue operations throughout the organization. The CRO will develop and execute revenue growth strategies and initiatives to achieve the organization's revenue targets. This position will lead and manage the team of 23 responsible for all activities related to the cultivation, solicitation, and stewardship of financial support from individuals, organizations, industry partners, foundations, and transactional relationships totaling more than \$14M annually.

RESPONSIBILITIES

Responsibilities will include, but are not limited to:

- Serve as the organization's lead professional staff person for all revenue-generating activities.
- Work closely and collaboratively with the President & CEO and senior volunteer leadership on near-, mid-, and long-term strategies to maximize the organization's revenue generating potential.
- Lead the ongoing evaluation of all organizational efforts in revenue generation.
- Provide leadership and direction to, and monitor the performance of, all professional staff with revenue-generating responsibilities.
- Oversee the management of the field operations department responsible for grassroots, event-driven fundraising (runs, walks, community activities, etc.)
- Oversee the development, execution, and evaluation of the organization's moves-management system.
- Ensure that all engagement processes and tactics are integrated with all mission-related activities.
- Oversee the ongoing evaluation of all revenue-generated programs and identify emerging and future opportunities for growth.
- Lead the development of annual goals and budgets for revenue-generating activities.
- Ensure accountability, transparency, and compliance for donor acknowledgment, privacy, and required reporting as required by law and best practices.

QUALIFICATIONS

Competitive candidates will demonstrate the following professional and personal qualifications:

- Bachelor's degree, post-graduate degree preferred.
- More than seven years of fundraising experience.
- Professional fundraising or related experience including significant event management, volunteer and board development, major gifts, and corporate solicitations.
- Experience in voluntary health-related organization required.
- Able to multi-task, establish priorities, and develop effective working relationships.
- Ability to thrive in a fast-paced environment.
- Highly efficient in time management and can meet deadlines under pressure.
- Highly organized and analytical, with strong implementation/tactical skills.
- Experienced in recruiting, training, and managing volunteers.
- Excellent written and verbal communications skills.
- Ability to think strategically.
- Strong networking skills. The ability to establish relationships with a variety of stakeholders.
- Flexibility to travel frequently.
- The Chief Revenue Officer reports to the President & CEO and works collaboratively with the Foundation staff, Board of Directors, and Medical Board.

NPF is an Equal Opportunity Employer and does not discriminate on the basis of age, color, national origin, ethnic origin, citizenship status, disability, race, religion, creed, gender, sex, sexual orientation, gender identity and/or expression, marital status, veteran status, or any other characteristic protected by federal, state, or local law in its employment policies. In addition, NPF will provide reasonable accommodations for qualified individuals with disabilities.