



# CLEARBROOK

Enrich Lives. Embrace Potential.

*For Individuals with Intellectual and Developmental Disabilities.*

[www.clearbrook.org](http://www.clearbrook.org)

## **Vice President of Philanthropy and Marketing**

Opportunity Guide



# About Clearbrook

A mission-driven nonprofit organization, Clearbrook is dedicated to enriching the lives and embracing the potential of children, adults, and families impacted by developmental disabilities. Founded in 1954 by parents seeking better educational opportunities for their children, Clearbrook has grown into one of the region's most comprehensive providers of programs and services for individuals with intellectual and developmental disabilities, impacting over 8,000 individuals in its current work.

Clearbrook's mission is grounded in the belief that every person deserves the opportunity to live a full, meaningful, and self-directed life. The organization delivers high-quality, person-centered services that promote independence, dignity, inclusion, and lifelong growth. Programs span early childhood intervention, adult day services, residential programs, employment support, therapeutic services, and family support, enabling individuals to thrive across all stages of life.

Serving thousands of individuals and families annually, Clearbrook operates across multiple locations in the Chicago metropolitan area, with a strong emphasis on community integration and individualized care. The organization is recognized for its commitment to quality, accountability, and continuous improvement, ensuring services meet the evolving needs of those it supports while adhering to the highest professional and ethical standards.

Clearbrook's work is guided by a set of core values (client focused, best in class, culture of joy, employee centered, strong leadership) that emphasize respect, integrity, compassion, collaboration, and excellence. These values inform every aspect of the organization - from direct service delivery to leadership decision-making and community partnerships. Clearbrook fosters a culture that values diversity, equity, and inclusion, and is deeply committed to creating a welcoming environment for individuals of all backgrounds, abilities, and experiences.



For 70+ years, Clearbrook has remained committed to providing a lifetime continuum of care for individuals with intellectual and developmental disabilities, with a belief that people belong where they live, work, and play.

- More than 8,000 individuals served annually across 160 communities.
- Largest provider of Home Based Services in Illinois.
- Supports nearly 400 individuals in residential settings.
- Actively transitioning Community Day Services from large, centralized models to smaller, community-based spaces focused on individualized, client-centered programming.
- Programs offered include:
  - o day programs
  - o residential homes
  - o employment opportunities

# The Opportunity: Vice President of Philanthropy and Marketing



Clearbrook seeks its next Vice President of Philanthropy and Marketing to provide strategic philanthropic leadership to propel the organization's mission. Serving as a key member of the senior leadership team and reporting directly to the CEO, [Jessica Smart](#), this role is responsible for advancing a comprehensive, multi-channel philanthropic strategy that drives sustainable revenue growth, brand visibility, and stakeholder engagement.

The Vice President will lead a 12-person team, including five direct reports. They will oversee all philanthropic and marketing functions, including individual giving, major gifts, planned giving, corporate and foundation support, special events, donor operations, communications, and brand management. Approximately 30% of the role is externally focused, involving active engagement with current and prospective donors, funders, partners, and community stakeholders. The position carries direct accountability for fundraising performance, revenue projections, and progress toward annual goals, with regular reporting to executive leadership and the Board of Directors.

In close partnership with the CEO and Board, the Vice President will play a central role in donor cultivation, solicitation, and stewardship, particularly within the major and leadership gift space, while also strengthening Clearbrook's overall fundraising infrastructure, systems, and processes. The successful candidate will bring a proven ability to design, execute, and evaluate a robust development strategy that increases unrestricted support and diversifies revenue streams in alignment with organizational priorities.

In addition to philanthropic leadership, the Vice President will oversee all marketing and communications efforts and support the Director of Marketing/marketing team. It is essential that Clearbrook's mission, impact, and case for support are communicated clearly and compellingly across platforms. The role also collaborates closely with internal departments to align messaging, support organizational initiatives, and elevate Clearbrook's presence across the communities it serves.

# Performance Objectives

## Philanthropic Strategy and Leadership

- Provide strategic leadership for Clearbrook's philanthropic and marketing functions, setting a clear vision and direction aligned with the organization's mission, values, and long-term goals.
- Develop, implement, and evaluate integrated fundraising and marketing strategies with measurable objectives, timelines, and revenue targets.
- Build within and among leadership a culture of philanthropy that filters through all aspects of Clearbrook operations, external branding, and engagement with stakeholders.
- Lead revenue planning across all philanthropic streams, including individual, major and planned giving, corporate and foundation support, and special events.
- Partner with executive leadership to identify growth opportunities and ensure philanthropic strategies support organizational sustainability and impact.
- Strengthen development infrastructure, systems, and processes to support scalable growth and best-in-class fundraising performance.

## Board, Donor, and Community Relations

- Serve as a key partner to the CEO in engaging the Board of Directors in fundraising, donor cultivation, solicitation, and stewardship activities.
- Prepare and deliver clear, timely, and accurate updates to the Board on fundraising performance, revenue projections, and strategic initiatives.
- Build and maintain strong relationships with donors, funders, community partners, and external stakeholders to advance Clearbrook's mission and visibility.
- Support the CEO's and Board members' donor portfolios to maximize engagement, alignment, and fundraising outcomes, while also carrying a personal portfolio of major donors.
- Act as an ambassador for Clearbrook, representing the organization externally and strengthening its reputation across the communities it serves.
- Collaborate with board and volunteer leadership to deepen philanthropic engagement and expand Clearbrook's network of supporters.



# Performance Objectives

## Team Leadership and Accountability

- Lead, mentor, and supervise a multidisciplinary Development & Marketing team, fostering a collaborative, high-performing, and mission-driven culture.
- Serve as a key liaison between the Development & Marketing department and the broader organization, ensuring clear, consistent communication, alignment on priorities, and effective information flow across teams.
- Set clear expectations, performance goals, and accountability measures for staff while supporting professional growth and development.
- Ensure effective use of donor data, CRM systems, and reporting tools to support decision-making and accountability.
- Promote operational excellence through strong project management, cross-functional collaboration, and continuous improvement.

## Marketing and Communications

- Oversee the development and execution of Clearbrook's marketing and communications strategy to ensure consistent, compelling messaging and a strong organizational brand.
- Lead the creation of high-quality written and visual communications, including appeals, proposals, reports, digital content, and marketing materials.
- Ensure Clearbrook's case for support is clearly articulated across all platforms and aligned with fundraising priorities and programmatic impact.
- Guide innovative marketing and outreach strategies, including digital and social media, to expand visibility and reach diverse audiences.
- Maintain oversight of website content, media relations, and key publications to ensure accuracy, clarity, and brand alignment.



# The Qualified Candidate



Clearbrook seeks a Vice President of Philanthropy and Marketing to lead the organization's fundraising, marketing, and external engagement efforts. The Vice President will oversee individual, major, and planned giving; corporate and foundation support; special events; donor operations; and marketing and communications. They will be responsible for expanding Clearbrook's donor base and strengthening philanthropic partnerships.

The successful candidate will bring a strategic, collaborative, and results-oriented approach to outreach and engagement, building strong relationships with donors, board members, funders,

and community stakeholders. Serving as a key advisor to the CEO and senior leadership team, the Vice President will help secure significant philanthropic resources, increase unrestricted revenue, and support Clearbrook's long-term strategic goals.

This leader will also integrate fundraising and marketing efforts across the organization, ensuring clear, compelling messaging and a strong, consistent brand presence. The role is ideal for a mission-driven executive who combines fundraising expertise, strong communication skills, and team leadership to build a high-performing, best-in-class development and marketing function.

# The Qualified Candidate

## Specific Requirements Include:

- Demonstrated and genuine passion for supporting people with intellectual, physical, and developmental disabilities who believes in dignity, respect, and meaningful opportunities for all people.
- Proven ability to partner with and support a Board of Directors on achieving philanthropic goals.
- Demonstrated success across multiple, integrated fundraising revenue streams, including major gifts, planned giving, annual giving, events, and corporate giving, with a clear commitment to advancing Clearbrook's mission.
- Strong organizational, strategic, and project management skills, with a self-motivated, goal-driven approach and a commitment to continuous improvement.
- Experience with donor databases and CRMs (e.g., Raiser's Edge or comparable systems), including managing donor records, supporting fundraising operations, and ensuring accurate data tracking and reporting.
- Proven success in building strong and productive work teams with a focus on mentoring and nurturing staff development.
- Proven track record in marketing and communications, with a specific focus on driving brand awareness while ensuring full regulatory compliance, including managing photo and media consent, navigating Medicaid-funded service limitations in fundraising and family communications, and operating within required training and compliance frameworks.
- Excellent communication and interpersonal skills, including strong writing ability and experience with graphic design and visual communications; able to communicate clearly and effectively in both written and verbal formats with a wide range of stakeholders.
- 7+ years of experience in philanthropy/development with a proven track record of sustainable revenue growth.
- Master's degree preferred; Bachelor's degree in Marketing and Communications, Business Administration, Non-Profit Management, or a related field is required.

The executive team is officed all in the same wing of the main location (Arlington Heights, IL) and deeply values in-person contact and relationships, so that the best decisions are made for the entire organization. This role is primarily in-office with the expectation of increasing external meetings with donors, foundations, and community partners over time. The VP will set the pace for the team and lead by example, ensuring that outcomes and goals are attained and establishing the work culture to achieve results.

Don't check off every box in the requirements listed above? Please consider applying anyway! Studies have shown that underrepresented communities - such as women, people of color, LGBTQ, people with disabilities, and immigrants - are less likely to apply for jobs unless they meet every single qualification. Clearbrook is dedicated to building an inclusive, diverse, equitable, and accessible workplace that fosters a sense of belonging - so if you are excited about this role but your experience doesn't align perfectly with every qualification in the job description, we encourage you to consider still applying.

# How To Apply

The compensation for this position was recently benchmarked by Clearbrook and KEES, and it falls within the fair market range related to total and contributed revenue. The total compensation package includes generous health insurance (along with voluntary dental and vision) coverage for the employee and their family, a company car/car allowance, and bonus potential. The salary is expected to begin + / - \$170,000. A snapshot of benefits can be found [here](#).

It has been and will continue to be a fundamental policy of Clearbrook not to discriminate on an individual's actual or perceived: race, color, marital or civil union status, age, religion, national origin, ancestry, disability, sexual orientation, gender, gender identity or expression, genetic information, veteran or military status, pregnancy, childbirth, or a related medical condition related to childbirth or pregnancy, or any other characteristic protected by federal, state, or local law with respect to recruitment, hiring, training, promotion, and other terms and conditions of employment.

**APPLY HERE**

To ensure confidential tracking of all applicants, no applications will be accepted via email. ALL INQUIRIES WILL BE HELD IN STRICT CONFIDENCE.

All candidate-submitted materials and credentials will be reviewed for consistency and accuracy. Candidates can expect that KEES will verify employment/academic/ background information both in the screening process and for the finalist(s) in a formal background check. KEES utilizes a 4-step screening process, the first of which is the formal Candidate Application. Applications are reviewed by the KEES team and advanced through various stages of inquiry and confirmation. Applications with specific cover letters will be given priority consideration, on a rolling basis, by February 24. All applicants will be notified of the outcome of the search. Based on the timing of your specific application, you are welcome to reach out for information on the timeline.

This search is being managed by Heather Eddy, President and CEO, and Haley Becerril, Project Manager of KEES. Questions may be addressed to [hbecerril@kees2success.com](mailto:hbecerril@kees2success.com).

## About KEES

KEES (formerly Alford Executive Search) is a certified woman-owned nonprofit executive search firm dedicated to creating diverse teams with dynamic leadership in the nonprofit and public sectors. We offer a comprehensive range of services, including executive search, leadership development, compensation analysis, interim staffing, and HR support.

Launched in 2013, based on decades of prior work by the Founders, KEES is a leader and noted pioneer in DEIB-focused executive search and culture building. KEES is noted for bringing dynamic and under-radar candidates to the table, regularly placing industry veterans and first-time leaders alike. Recognized for two years in a row on the Hunt Scanlon Nonprofit Top 65, KEES leaders are sought-after experts in search, leadership development, and often first-time roles. To learn more, visit us at [www.kees2success.com](http://www.kees2success.com).