



## POSITION GUIDE

# Chief Growth Officer

## ABOUT EQUITY ACCELERATOR

Equity Accelerator (EA) is the first Focused Research Organization (FRO) in the U.S. committed to fostering more equitable educational and workplace environments. EA integrates social and behavioral research, practice, and policy to drive systemic change. By partnering with colleges and universities as well as for-profit, non-profit, and governmental workplaces, EA develops and scales evidence-based and inclusive strategies that reduce social inequities.

EA believes that sustainable, impactful change comes from inclusive and cross-disciplinary partnerships that center the expertise and experiences of the people closest to the challenges being addressed.

As an organization that values team members and partners as individuals with personal goals, experiences, interests, and preferences, EA commits to creating a culture built on trust, transparency, and respect in every aspect of the work.

As a project of the National Center for Civic Innovation (NCCI) through the Fund for the City of New York and as an affiliate of Indiana University, EA engages in rigorous empirical research; training and development, technical assistance, consulting services, and work to advance the field and practice at large with tool development and field building. The organization empowers institutions to create inclusive environments where all individuals, and particularly those from structurally underserved backgrounds, can thrive. EA offers consulting and technical assistance services to support organizations in creating workplaces and institutions of learning that are more inclusive and equitable. Learn more via the [workplace hub](#) and [higher education hub](#).





Under the leadership of Chief Executive Officer [Dr. Mary Murphy](#), a recognized expert in social equity, research, and higher education, EA has grown to a team of 19 interdisciplinary staff members and consulting collaborators operating with a \$5 million annual fundraising goal and \$2-2.5 million operating budget. Mary's strategic vision and unwavering commitment to inclusion have positioned EA as a trusted leader in advancing sustainable, impactful solutions to complex challenges in education and workforce settings. With a focus on real-world impact, EA continues to lead the charge in transforming how institutions address equity and inclusion across sectors.

## THE POSITION

EA is seeking a strategic and visionary leader to drive sustainable growth and impact across the organization during an exciting time of expansion. The Chief Growth Officer (CGO) will oversee revenue strategy, business development, and partnership expansion while staying true to and amplifying EA's mission and values. This leader will focus on generating both earned and contributed revenue, leading all aspects of revenue generation, marketing, and communications. The Chief Growth Officer will also be responsible for advancing the external reputation and brand of EA, positioning the organization as a trusted leader in equity-focused work across all sectors.

Reporting directly to the Chief Executive Officer, the Chief Growth Officer will work closely with internal and external stakeholders, including the Chief Operating Officer, Director of Technical Assistance and Consulting, and other key leaders. Managing a team that currently includes the Director of Development and a part-time marketing contractor, the CGO will play a key role in shaping the organization's future, crafting the story of EA, and building brand visibility.

The ideal candidate will be a collaborative and hands-on leader with a strong track record in generating revenue, leading market strategy, and building relationships. This external-facing role requires balancing multiple priorities, guiding innovative solutions, and fostering a culture of growth and inclusion. The Chief Growth Officer will also be a strong people leader, creating a positive and inspiring environment for their team.

## KEY FACTS

- 19 total staff & contractors
- EA's work has reached over 100,000 people at more than 350 universities, companies, and organizations
- Full-time role, remote in US, 35-hour work week
- \$5 million fundraising goal (FY25)
- \$2-2.5 million annual operating budget





EA offers a flexible, supportive work culture with a 35-hour work week, 42 days of paid time off annually, the autonomy to create significant impact, and competitive salary and benefits. This is a unique opportunity to combine the energy of a startup with a research-driven mission, shaping the future of equity-focused work across diverse sectors. The ideal candidate is also passionate about driving systemic change and is ready to take on a leadership role with agency, influence, and impact.

## RESPONSIBILITIES

The Chief Growth Officer will have the following primary responsibilities:

### Revenue Strategy and Execution

- Lead the development and execution of a comprehensive, data-driven revenue strategy that balances nonprofit fundraising with fee-for-service engagements, ensuring financial sustainability and growth.
- Collaborate closely with the executive team to align revenue goals with EA's vision, providing ongoing progress updates and adapting strategies as needed to meet ambitious targets.
- Identify and pursue new revenue models and partnerships, providing strategic direction on which opportunities to prioritize and ensuring consistent, mission-aligned messaging across all revenue-generating activities.

### Business Development and Fundraising

- Drive business development efforts and oversee a donor-centered fundraising approach, working with the Director of Development to build and sustain strong relationships with donors, clients, and high-level partners.
- Lead the creation of tailored fundraising and fee-for-service proposals and pricing strategies that align with EA's mission and maximize revenue generation across service lines.
- Cultivate new funding opportunities through innovative sourcing, ensuring EA's financial growth and strategic expansion into new sectors.

### Relationship and Brand Management

- Serve as a primary external face of EA, nurturing and maintaining relationships with key stakeholders, donors, and partners, and representing the organization at public events, conferences, and industry forums.

## MISSION

The Equity Accelerator's mission is to create more equitable learning and working environments. We work with colleges and organizations to help them create and sustain Cultures of Growth, where all people have the support, opportunities, and resources they need to thrive. We offer high-impact, low-lift, evidence-based approaches for advancing equitable experiences in higher education and workplace settings that are practical, adaptable, and integrate into what you're already doing.

## VISION

We want to create the equitable world that we want to live in! In order to drive this type of transformation, the focus of change needs to be at the cultural level, not just the individual level. We believe in the potential of organizations and their Culture Creators, the powerful people in an environment, to transform their culture through low effort practices they can implement in the course of their usual work.



- Oversee the development and implementation of cohesive marketing and branding strategies that amplify EA's mission, programs, and services, ensuring consistency and impact across all communications.
- Lead efforts to strengthen EA's presence in the field, building alliances, managing partnerships, and overseeing communication strategies to elevate EA's brand, influence, and impact for public good.

### People Management and Development

- Build and lead high-performing teams across development and marketing, fostering a collaborative and growth-oriented organizational culture aligned with EA's mission and values.
- Provide coaching, mentorship, and support for direct reports and other staff with whom they work closely, creating opportunities for professional development and ensuring alignment with EA's strategic priorities.
- Contribute to the overall leadership and strategic direction of the organization as part of the senior leadership team, modeling effective leadership and helping to shape EA's long-term vision and impact.

### QUALIFICATIONS

The ideal candidate will possess most of the following qualifications:

- A deep passion for equity-focused work and nonprofit growth. Demonstrated commitment to DEI and actively promoting a culture of inclusivity within an organization.
- At least eight years of experience in a similar role, generating contributed and earned revenue to meet annual revenue goals. Experience in an organization similar to EA is an advantage.
- Demonstrated success in managing funding portfolios over \$5M annually and/or scaling smaller organizations to significant size, such as growing a budget from \$0M to \$3M.
- Direct experience soliciting six-figure gifts and contracts. Proven success in meeting revenue targets through a combination of grants, major gifts, and fee-for-service revenue. Fluency in writing scientific grants and understanding equity-focused initiatives.

### MAJOR OBJECTIVES

Within the first 12 to 18 months, the Chief Growth Officer will prioritize the following major objectives:

- **Serve as a Trusted Advisor and Build Relationships:** Advise the executive leadership team on all matters regarding revenue, marketing, and communications, while building trusted relationships with stakeholders and external partners.
- **Work Toward Revenue Goals:** Meet EA's FY25 \$5M annual target, work with the Director of Development to advance existing relationships, leverage existing high-impact opportunities in EA's sphere of work and relationships, and pursue mission-aligned grants to meet goals.
- **Strengthen and Execute a Revenue Strategy:** Get immersed in EA's mission and experiment with revenue generation strategies that are aligned to EA's FY25 strategic plan. Ensure progress toward sustainable financial growth by strengthening and enhancing existing plans, processes, and strategies.
- **Diversify and Scale Revenue Streams:** Identify, pursue, and secure revenue generation avenues beyond traditional fundraising, experiment with alternative strategies to diversify EA's base of financial sources. Provide leadership in scaling EA's newly launched consulting services.
- **Foster a Culture of Growth:** Along with other members of the senior leadership team, foster a culture of continuous learning throughout the team and organization. Ensure that knowledge sharing and collaboration are embedded in daily work, avoiding information silos.



- A proactive approach to identifying new market opportunities and collaborating with team members to bring revenue generating ideas from concept to design, and into market. Future-oriented and entrepreneurial mindset, constantly seeking to learn new perspectives and ideas.
- Mastery in crafting and delivering compelling narratives that communicate complex ideas in an accessible and engaging manner. Proficient in public speaking, writing, storytelling, and presenting to diverse audiences, including but not limited to donors, higher education and corporate executives, partners, and other key stakeholders.
- Excellent interpersonal skills with a strong ability to build and maintain relationships with internal and external stakeholders. Skilled in fostering partnerships and collaborations that enhance the organization's mission and reach. Strong communication skills with experience in public speaking and external relations.
- Demonstrated success in managing and mentoring teams, fostering an inclusive and learning-oriented workplace culture.
- Desire and ability to work in a dynamic, ever-changing environment of a start-up organization. Intellectual curiosity, comfort with ambiguity, nimbleness, problem solving, and authenticity.
- Strong attention to detail, organization, and proven project management skills. Ability to successfully work both autonomously and collaboratively within a virtual/remote team environment.
- A bachelor's degree or equivalent experience required; an MBA, PhD or other advanced degree would be an advantage.
- Ability to travel 20-30% for donor meetings and events, annual conferences, staff meetings, and retreats.



## KEY COMPETENCIES

- **Equity at the center:** Recognizes the role of social structures, systems, and environments in producing educational and workplace disparities by race, gender, socioeconomic status, and other identities. Readily identifies potential for bias and actively works to minimize inequities in research, and applied settings, including tools/products, decisions, policies, and processes.
- **Strategist's mind:** Able to quickly grasp the subtleties of complex issues and identify patterns in challenges and opportunities. Doesn't stop at diagnosing problems; comes up with insightful, pragmatic, equitable, and sustainable ways to produce positive change and growth. Constantly looking at big-picture progress with regard to EA's impact and mission, brings a clear vision for growth and innovation across EA's service lines. Recognizes the value of divergent perspectives in building a strategic plan.



- Clear, precise, compelling communication:** Speaks and writes clearly about EA's areas of expertise and best practices; communicates effectively on behalf of the organization and in alignment with EA's mission to create equitable learning and working environments from college to career. Communicates well with others, including sharing context and asking questions to understand others' perspectives. Organizes and shares information effectively and in a timely manner. Aims for accuracy and attention to detail and produces clear, precise, and compelling written materials (internal and external correspondence, proposals, strategic plans).
- Ownership and resilience:** Results oriented. Gathers information, seeks input, and drives work forward to the finish line. Thinks 3 (or 30) steps ahead to proactively develop solutions, anticipate problems, and course-correct when needed. Holds a high bar even when things are hectic and bounce back from setbacks by turning each hurdle into a learning opportunity.
- Manages a high volume of work with efficiency:** Utilizes EA systems (or creates systems as needed) for keeping tasks from slipping through the cracks. Demonstrates strong time management skills and is able to juggle competing demands and prioritize without sacrificing quality. Plans ahead to meet deadlines, and finds alternative paths, when needed, to get to the finish line.
- Relationship-building:** Finds (and creates) opportunities to deepen connections and build authentic, mutual relationships with teammates, funders, and clients across lines of difference, such as race or other identities. Welcomes viewpoints that differ from one's own, and is able to "sit with" discomfort when people express themselves in ways that aren't familiar to oneself.
- Attention to detail:** Aims to leave things better than they found them. Notices and fixes errors that others might overlook. When mistakes happen (which they will!), addresses them quickly and looks for ways to prevent similar errors.

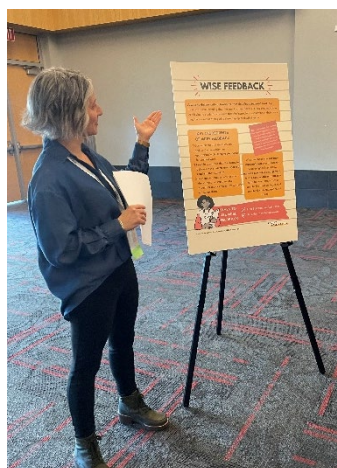
## VALUES

- Equity
- Culture of Growth
- Person-First
- Collaborative, Evidence-based Change

## CONNECT



[accelerateequity.org/](https://accelerateequity.org/)





## COMPENSATION AND BENEFITS

The salary range for this position is \$143,812 - \$157,866. Benefits include a 35-hour work week and flexible schedules to allow autonomy and collaboration, 42 days of paid time off (vacation, PTO, and paid holidays) annually, 15 days of sick leave, and fully remote work (from anywhere in the U.S.). Employer contribution medical and vision benefits and 100% employer paid dental benefits for employees and family members; employer provided life insurance; healthcare flexible spending account (HSA) and dependent care flexible spending account (FSA) options. 401k with 10% employer match at %5 employee contribution, beginning after 6 months of employment. Learn more about benefits and perks [here](#).

## APPLICATION

Equity Accelerator has retained Campbell & Company to conduct this search. The team for this project includes Sarah Beraki, Vice President, Emily Miller, Senior Consultant, and Kris McFeely, Managing Director.



**SARAH BERAKI**  
Vice President



**EMILY MILLER**  
Senior Consultant



**KRIS MCFEELY**  
Managing Director

[APPLY NOW >](#)

Use the button above or visit [www.campbellcompany.com](http://www.campbellcompany.com) to learn more about this opportunity.

## EQUAL EMPLOYMENT OPPORTUNITY

Equity Accelerator is a project of the National Center for Civic Innovation (NCCI). NCCI and its affiliate, the Fund for the City of New York (FCNY) are equal opportunity employers. NCCI and FCNY do not discriminate on the basis of race, color, religion, gender identity, gender expression, pregnancy, national origin, age, military service eligibility, veteran status, sexual orientation, marital status, disability, or any other category protected by law.

EA is committed to advancing anti-racist policies and ideas in all areas of work and within our organization. It is important that we as a community be explicit about our shared values and beliefs because no one should have to guess whether their leaders and colleagues see and condemn historical and ongoing racism.



Drawing on our deep expertise in environmental/conservation, human services, arts and culture, education, healthcare, and association/membership organizations, **Campbell & Company offers a high-touch, human-centered executive search experience for clients and candidates.** We recruit from our extensive national networks leveraging the relationships and reach of our entire firm, which for 47 years has partnered with organizations across the nonprofit sector to advance their missions and deepen their impact.

We are proud to be the executive search firm of choice for hundreds of nonprofit organizations. Campbell & Company has been listed four times as one of the country's **best executive search firms** by *Forbes* Magazine and named one of Women of Color in Fundraising and Philanthropy (WOC)'s **Top 10 search firms for placing extraordinary leaders of color** for three consecutive years. *Crain's* Chicago recently named us one of **Chicago's Best Places to Work**; *Seattle Business* Magazine also named us one of **Washington's Best Companies to Work For**.

As members of this employee-owned firm, everyone at Campbell & Company has a personal stake in the success of each client. Through our culture driven by **belonging, collaboration, curiosity, and rigor**, we empower every team member to innovate for the good of our clients.

Combining your mission and our passion, Campbell & Company **leverages our entire team** to be an effective and supportive partner before, during, and after complex leadership transitions. We are driven to place not just a capable candidate, but one who complements your existing culture, can **move your organization forward**, and will make a meaningful contribution to the nonprofit sector.

Visit us at [campbellcompany.com](http://campbellcompany.com) and connect with us on LinkedIn, Twitter, Facebook, and Instagram.