



THE WOODROW WILSON
National Fellowship Foundation

Director of Fellowship Acquisition

The Woodrow Wilson Foundation (WW) <https://woodrow.org> has operated highly regarded fellowships across several fields since the middle of the 20th century. These fellowships support K-12 teachers and leaders, as well as postsecondary scholars and leaders in history, women's studies, religion, and the arts.

Position Overview

The Woodrow Wilson Foundation seeks a Director of Fellowship Acquisition who will expand the reach of the Foundation by bringing new fellowships under Woodrow Wilson's management. This work will include both expanding our work in areas where we currently administer fellowships and also helping us grow into new disciplines and professional fields, in keeping with our mission.

The Director of Acquisition will be a new position at the Foundation. We seek candidates who are energized by the prospect of bringing a necessary function to life at our organization. The Director will work with senior leaders and current Woodrow Wilson Fellows to cultivate a set of exciting prospects and generate new, sustained business.

Primary Responsibilities:

- Refine Woodrow Wilson's service offerings to Fellowship leaders
- In collaboration with the Foundation's communications and marketing team, create messaging to communicate WW's value proposition to potential customers
- Generate prospect sets among different segments of Fellowships, such as size, geography, subject area, target audience, etc.
- Build and carry out a set of prospecting tactics
- Track data about prospects and their movement along the sales pipeline, and communicate about these data with WW's leadership. Ensure that leaders at WW have current data about estimates of upcoming sales
- Create thoughtful, data-based sales plans and forecasts and generate new business accordingly
- Structure, negotiate and close new relationships with Fellowship funders
- Tend to the handoff between sales and operations and play a role in maintaining ongoing satisfaction of funders
- Share insights about funders and potential funders with colleagues in formal and informal ways
- Consult with the Foundation's communications and marketing team to develop thoughtful, creative collateral materials to publicize WW's work in this area, such as case studies, blog entries, social media posts, etc. Seek out venues to share information about WW's Fellowship offerings, such as trade shows and conferences. Track the return on such investments over time
- Develop marketing plan for Fellowship products and services, including:
 - Market segmentation and measurement, as well as definition of WW's target customers within the market
 - Identification and development of new sales channels
 - Analysis of WW's offerings in relation to those of competing organizations

- Selection of communications tactics and collateral consistent with market and channel needs and consonant with overall Foundation branding and marketing/communications strategies
- Budgeting

The ideal candidate will bring to the position the following characteristics:

- A four-year college degree with a preference for an advanced professional degree
- Strong written and verbal communication skills
- Demonstrated effectiveness at solution sales and network development. Experience with higher education products or services preferred
- Evidence of having grown revenues in an entrepreneurial setting
- Facility with data management tools such as Excel and Salesforce or other CRM, and the ability to draw inferences from those tools that lead to thoughtful action
- A capacity to thrive in unstructured environments
- An ability to meet deadlines in a dynamic environment
- A gift for collaboration and the ability to function well in a team environment

The Director can be based remotely, though visits to the Princeton, NJ headquarters of the Foundation and cities along the east coast will be periodic.

For best consideration, please send all nominations, inquiries and expressions of interest in confidence and electronically to:

Jim Sirianni, Partner
Ruth Shoemaker Wood, Partner
Lindsay Allison, Associate
WWDDirFellowship@storbecksearch.com

The Woodrow Wilson National Fellowship Foundation is an equal opportunity/affirmative action employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law.