



Search for the Chief Advancement Officer Tides

Tides, a nonprofit and philanthropic organization dedicated to advancing social justice, seeks a future-focused, entrepreneurial, and collaborative leader to serve as the Chief Advancement Officer (CAO).

Centering equity and social justice at its core, Tides works in deep partnership with movement leaders, nonprofits, foundations, corporations, and donors to shift power to communities of color and other historically excluded groups who face systemic barriers to accessing it. Tides supports the agency and leadership of these communities through the approach and focus of their services and solutions, including fiscal sponsorship, capacity building, grantmaking (through donor advised, collective action, and other purpose-driven funds), program development consulting, and impact investing. Guided by a 2023-2025 strategic plan, Tides seeks to become the premier convener of doers and donors seeking justice and equity by shifting power, building capacity, and increasing the flow of resources to proximate leaders and communities to achieve their missions.

The CAO of Tides will inspire revenue growth, partner service, and relationship building in support of the vision, mission, and priorities of Tides. Reporting to the Chief Executive Officer (CEO) and partnering closely with the Tides executive leadership team, the CAO will successfully lead the organization's next chapter of sustainable and continued growth. They will lead teams across Business Development, Development, Marketing, and Communications functions and will work cross-functionally to execute on Tides' strategic goals and to foster justice, equity, diversity, and inclusion in the workplace and beyond.

Joining Tides at this moment represents a timely, meaningful opportunity to help shape the next chapter of an organization that has been at the forefront of social change for nearly half a century – and is continuing to evolve its focus and materially deepen its impact.

ABOUT TIDES

Tides is a family of nonprofit and philanthropic organizations that provide integrated services to partners advancing social change—through philanthropic advising for [corporations](#), [foundations](#), and [individual donors](#); [impact investing](#); strategic consulting; [fiscal sponsorship](#); and [collaborative initiatives](#).

Guided by the belief that a just and equitable future can exist only when communities who have been historically denied power have the social, political, and economic power they need to create it, Tides works in deep partnership with doers and donors to center the leadership of changemakers from these communities, connecting them to services, capacity building, and resources to amplify their impact. As the organization looks ahead, the 2023-2025 strategic plan positions Tides as the premier convener of doers and donors and supports them in their ability to achieve their mission in alignment with the Tides Theory of Change, ensuring that communities who have been historically denied power reshape the social sector to achieve justice and equity.

Tides is comprised of five separate legal entities:

- *Tides Center* is the home for Tides’ fiscally sponsored projects, providing wraparound services to more than 140 programs and more than 800 staff operating across the country.
- *Tides Foundation* is Tides’ primary grantmaking organization. It manages over 400 donor advised, collective action and other purpose-driven funds. Tides Foundation does not have an endowment; the vast majority of grants are made based on the recommendation of donor partners.
- *Tides Network* is Tides’ “parent” organization, employing the 200+ staff who provide core services to the other Tides entities and their partners.
- *Tides Two Rivers Fund* and *Tides, Inc.* operate the Tides Converge centers in San Francisco and New York, providing office, event and conference space to Tides Network staff and aligned nonprofits.

Tides works across borders and issues and seeks to leverage the scale of its work to amplify the impact of each of its partners. In 2024, Tides Network had an operating budget of over \$48 million, and Tides managed more than \$890 million in total assets, fiscally sponsored more than 166 projects, distributed more than \$761 million in grants, and was home to more than 1,100 employees (237 at Tides Network and 929 at Tides Center).

For more information visit: <https://www.tides.org/>

ROLE OF THE CHIEF ADVANCEMENT OFFICER

As an integral member of the Tides executive leadership team and working in close partnership with the CEO, the CAO will provide the strategic and operational leadership essential to fueling growth, partner relationships, industry and brand awareness, and coalition building, in addition to expanding fundraising efforts, and leading the cultivation, management, and quality assurance of all donor relationships. The CAO will be a collaborative leader and will lead, mentor, and develop high-performing individuals and teams, ensuring they have the skills, capacity, information, systems, and support to grow and enhance Tides’ relationships, revenue, and brand.

The CAO's portfolio includes:

- Business Development – growth strategy, sales (fiscally sponsored projects, donor advised funds, collective action funds, corporate, institutional), lead generation, relationship cultivation, partnership development and closing
- Advancement – building a robust fundraising function to lead prospecting, corporate giving, institutional giving, principal giving, major giving, and Tides-Led Initiative giving
- Strategic Communications – development and execution of external communications strategy, content development and delivery, public and media relations, and crisis communications
- Marketing – development and execution of marketing strategy, digital strategy, SEO, paid and earned media, digital and email marketing, market research, and events

The CAO leads a staff of approximately 15 staff including a senior team of four direct reports: the Senior Director of Strategic Partnerships, the Senior Director of Advancement, the Director of External Communications, and the Director of Digital Marketing. In addition, these functions are supported by external partners who bring expertise in marketing, communications, crisis response, and government affairs.

KEY OPPORTUNITIES AND CHALLENGES FOR THE CHIEF ADVANCEMENT OFFICER

Leadership and Management

- Serve as a strategic advisor and thought partner to the CEO and executive leadership team to advance Tides' vision, mission, approach, and strategy, working collaboratively with fellow executive leadership team members and other senior leaders to develop ambitious growth strategies.
- Develop and execute a strategy for the business development, advancement, communications, and marketing functions to enhance Tides' market position, build revenue, and ensure that Tides is well positioned for long-term success and sustainability.
- Engage the Board of Directors on all matters related to growth and revenue, and partner with the Board to identify opportunities to collaborate with Board members in engaging with potential partners, clients, donors, and other key stakeholders.
- Partner with the CEO and CFO to set annual and long-term growth targets in order to grow general fund operating revenues and total assets under management.
- Ensure that teams have the skills, capacity, information, technology, and resources necessary to execute on Tides' ambitious goals.

- Maintain opportunities for staff development and promote a learning environment; actively promote justice, equity, diversity, and inclusion as a core principle and uphold and role model Tides' core values of future focus, accountability, respect, collaboration, and transparency.
- Serve as an exceptional role model as a leader and manager, investing deeply in supporting and developing direct reports and team members.

Business Development

- Provide leadership to the Senior Director of Strategic Partnerships across all facets of business development at Tides. This includes growing and diversifying Tides' donor base (individuals and foundations) for donor-advised funds and other charitable giving vehicles, as well as the number of social ventures that are fiscally sponsored by Tides.
- In concert with the Senior Director of Strategic Partnerships and the Executive Directors of Tides Foundation and Tides Center, the CAO will work to enhance outreach and engagement with current client segments to increase awareness of available services and expertise and contribute to growing current client assets.
- Represent Tides at conferences and strategic events, build and enhance relationships, and develop future work for Tides.

Advancement

- Provide strategic leadership to Tides' Senior Director of Advancement, a new role at Tides, in the development of fundraising strategies, building relationships with philanthropists and philanthropic entities, formulating cultivation and solicitation procedures and strategies, and leading all fundraising activities on behalf of Tides.
- Develop a robust overarching development strategy and associated organizational strategy that, in concert with Tides Foundation and Tides Center leadership, meets the organization's fundraising priorities including, but not limited to: expanding Tides donor base across individuals/families, corporations, and institutional donors; increasing participation from existing donors; raising philanthropic capital for Tides-Led Initiatives; and building broadly restricted support for Tides to fund organizational capacity.
- Identify opportunities for new partnerships, and when appropriate, serve as the frontline fundraiser to develop, sustain, and/or elevate giving from new or existing partners.

Marketing and Communications

- Provide strategic leadership to the Director of External Communications and the Director of Digital Marketing & Communications to develop a comprehensive marketing and communications strategy and associated organization strategy that elevates Tides marketing, communications,

crisis communications, and public relations efforts during a period of organizational growth and geopolitical uncertainty.

- Ensure Tides’ marketing and communications strategy uplifts stakeholder engagement, messaging, and business development strategies, including efforts to expand Tides reach into new and existing audiences and client segments.
- Support the development and execution of a strategic framework for thought leadership, publications, and staff public appearances.
- Support the development and execution of a digital marketing strategy, with pilots and rollouts of various digital marketing approaches, including story tellin, advertising, social media, and branded events and sponsorships.
- Work collaboratively across the organization to improve Tides’ brand positioning and awareness and compelling case for both donor and doers to partner with Tides.

QUALIFICATIONS AND CHARACTERISTICS

The successful candidate must demonstrate, through ideas, words, and actions, a strong commitment to the goals of Tides: moving toward justice and equity in everything, creating partnerships for transformative change, centering community power and agency, and building trust through accountability and service.

This position requires a leader with vision, breadth, drive, and an entrepreneurial spirit. A compelling combination of strategic leadership and management skills, and the interpersonal ability to lead and inspire confidence across different stakeholders is needed.

The ideal candidate will possess many of the following qualifications and characteristics:

- Deep commitment to Tides’ mission and strategic direction
- 10+ years of executive leadership experience in advancement, business development, and/or marketing and communications; prior CRO, CAO, or CDO experience is preferred
- Experience with not-for-profit, fiscal sponsor, donor advised funds, 501(c4) advocacy, and/or other complex organization with multiple entities
- Strategic thinker and systems builder with demonstrated success leading change management initiatives
- Experience developing and executing plans to identify new opportunities for strategic business and/or partnership development
- Track record of success in fundraising with experience asking for and securing six and seven figure donations.
- Experience building and expanding advancement and development functions
- Familiarity with leading-edge marketing strategies, including digital marketing
- Ability to lead a clearly defined, integrated, proactive, and strategic communications plan

- Experience managing large teams; excellent leader of people with the ability to attract, recruit, and develop top talent
- High emotional intelligence with the ability to build and maintain positive relationships internally and externally
- Demonstrated commitment to embracing and advancing justice, equity, diversity, and inclusion in the workplace
- Strong oral and written communication skills
- Growth mindset and ability to learn quickly; able to flex and/or pivot when needed and operate effectively in a fast-paced, multifaceted environment
- A high degree of integrity and forethought in making decisions; able to act in a transparent and consistent manner, while always considering what is best for Tides

COMPENSATION AND LOCATION

Tides is committed to providing a competitive compensation package and values pay equity. Starting salary for this role will fall into one of three ranges, depending on your location:

- National market (most U.S. states): \$251,400 - \$314,200
- Moderate market (Boston, Chicago, Los Angeles, and D.C. metro areas): \$274,200 - \$342,700
- High market (New York City and San Francisco metro areas): \$301,600 - \$377,000

Starting salary will be based on geographic location, depth and breadth of relevant experience, and ensuring pay equity within the organization. Please note the above geographic areas are examples and not a complete list. Tides will confirm each candidate's placement within this structure.

Tides offers a generous benefits package including: comprehensive medical, dental and vision insurance, paid time off, life and disability insurances, retirement plan, educational assistance, confidential counseling and life balance resources designed to support the passion, commitment and energy that is vital to Tides team members.

Tides is headquartered in San Francisco, CA, with a hybrid work model that supports remote work from anywhere in the United States. The CAO must have the ability to travel to San Francisco, CA and New York, NY as required.

APPLICATIONS, INQUIRIES, AND NOMINATIONS

Screening of complete applications will begin immediately and continue until the completion of the search process. Inquiries, nominations, referrals, and applications (résumé with cover letter) should be sent via the Isaacson, Miller website: <https://www.imsearch.com/open-searches/tides/chief-advancement-officer>. For best consideration, please apply by **March 28, 2025**. Electronic submission of materials is required.

Cati Mitchell-Crossley, Evan Layne, and Thea Kosmack
Isaacson, Miller

Tides is an equal opportunity employer. We strongly encourage applications from women, people of color, and bilingual individuals, as well as members of the lesbian, gay, bisexual, and transgender communities. Applicants shall not be discriminated against because of race, religion, sex, national origin, ethnicity, age, disability, political affiliation, sexual orientation, gender identity, color, marital status, or medical condition including acquired immune deficiency syndrome (AIDS) and AIDS-related conditions. Pursuant to the San Francisco Fair Chance Ordinance, we encourage and will consider for employment qualified applicants with arrest and conviction records.

Reasonable accommodation will be made so that qualified disabled applicants may participate in the application process. If you seek an accommodation, please advise the search team in writing at the time you apply.