



## Position Description

---

Vice President of Development

Full-Time | Exempt

Reports to: Chief Development Officer

(Works Closely & Strategically with President & CEO)

Annual Salary (Range): \$90,000 to \$120,000

Date: February 24, 2026

### **About the Barbara Bush Houston Literacy Foundation**

Founded in honor of one of our nation's most beloved First Ladies, Barbara Bush, the Barbara Bush Houston Literacy Foundation carries forward her unwavering belief that literacy is the foundation for freedom, opportunity, and the American Dream. Mrs. Bush often said, "Literacy is the most basic civil right of the 21st century."

She understood that when a child learns to read, a family's trajectory changes. When parents gain literacy skills, generational cycles shift. When communities invest in literacy, economic mobility, workforce readiness, and civic participation follow.

Today, the Foundation advances that legacy through evidence-based programs serving children, families, and educators across Houston and beyond. We are ambitious in our goals, research-backed in our approach, and deeply committed to measurable outcomes.

The Vice President of Development plays a critical role in sustaining and expanding this legacy — ensuring that Barbara Bush's cause of literacy continues to transform lives for generations to come.

### **Position Summary**

The Vice President of Development (VP) is a strategic, relationship-driven fundraising executive who will help steward and scale one of Houston's most respected literacy organizations.

This is more than a fundraising leadership role. It is an opportunity to advance the cause championed by Barbara Bush and to secure the philanthropic investment necessary to ensure that every child has access to books, every teacher is equipped with the tools to teach reading effectively, and every family has the opportunity to thrive through literacy.

Reporting to the Chief Development Officer (CDO) and working closely alongside the President and CEO for major and legacy gifts, the VP serves as a senior leader responsible for driving strategy, execution, and performance across major revenue streams. The VP partners closely with the CEO, executive leadership, board members, and community stakeholders to design and

implement comprehensive fundraising strategies that sustain growth, expand impact, and deepen community investment in literacy.

The ideal candidate is energized by ambitious goals, motivated by measurable impact, and inspired by the opportunity to carry forward the legacy of one of America's most admired champions of literacy.

## **Key Responsibilities**

### **Strategic Leadership & Revenue Growth**

- Partner with the CDO and CEO to design and execute a multi-year fundraising strategy aligned with the Foundation's strategic plan and measurable literacy outcomes.
- Lead annual and long-term revenue planning across key portfolios, including individuals, foundations, corporations, and institutional funding.
- Identify and activate growth opportunities across donor segments and campaign initiatives.
- Establish performance metrics and adjust strategies to meet or exceed revenue goals.

### **Board & Executive Engagement**

- Prepare and present revenue reports, forecasts, and strategic updates.
- Collaborate cross-functionally to ensure a cohesive, donor-centered approach.

### **Team Leadership & Talent Development**

- Provide leadership and oversight to directors and managers across development functions, instilling a strong connection to mission and community-centered fundraising practices.
- Build, mentor, and retain a high-performing fundraising team with clear goals, accountability, and professional development pathways rooted in advancing literacy and community impact.
- Foster a culture of collaboration, equity, innovation, and results reflecting the Foundation's commitment to literacy access and community empowerment.

### **Major Gifts & Institutional Advancement**

- Maintain a portfolio of 125-150 high-capacity donors.
- Develop and execute cultivation, solicitation, and stewardship strategies.
- Partner with executive leadership on principal gift strategies and campaigns.

### **Campaign Strategy & Execution**

- Participate in the planning and execution of capital, comprehensive, and/or programmatic campaigns.
- Oversee prospect strategy, pipeline development, volunteer engagement, and impact reporting.

### Grants & Institutional Giving Oversight

- Provide executive oversight of the full grants lifecycle, including prospect strategy, proposal development, stewardship and reporting with clear articulation of literacy outcomes and community-level impact.
- Ensure systems and processes support accuracy, efficiency, and alignment with programmatic outcomes that advance the Foundation's literacy mission.

### Operations, Systems & Technology

- Oversee adoption and optimization of development technologies, including CRM systems, data analytics tools, and automation platforms to better measure, communicate and scale literacy impact across the community.
- Ensure data integrity, reporting accuracy, and actionable insights to inform programs (10+) mission driven campaign strategies that directly support literacy advancement and community engagement.
- Strengthen internal processes to create efficiencies across grants management and campaign operations so that more resources can be directed towards mission delivery and community impact.

### Education & Qualifications

Bachelor's degree from an accredited college or university is required; advanced degree preferred.

- Minimum of five years of experience in professional fundraising, with an emphasis in education
- Two to three years of experience in major gifts, planned giving is preferred
- Success with proposal generation and execution
- Excellent verbal, visual and written communication skills
- Systematic thinker, disciplined, strong work ethic and well-organized
- Commitment to the mission and values of the Barbara Bush Houston Literacy Foundation and Legacy of First Lady Barbara Bush
- The ability to engage with and attract a broad spectrum of people, particularly major gift and planned gift prospects and volunteers
- Successful experience in the marketing, presentation, solicitation and closure of planned gifts including experience with charitable gift annuities, charitable remainder trusts, etc.
- A working knowledge of the psychology, principles and techniques major gift solicitation and non-profit management
- A general understanding of the legal, accounting and tax challenges regarding planned gift proposals and agreements
- Experience with customer relationships systems is highly desired, with Salesforce experience preferred
- Minimum five years of progressive professional fundraising experience.
- Demonstrated success in major and institutional fundraising.
- Exceptional written, verbal, and presentation skills.

- Experience leading high-performing teams.
- Commitment to the mission and legacy of the Barbara Bush Houston Literacy Foundation.
- Salesforce experience strongly preferred.

#### **Working & Travel Conditions**

Ability to carry and/or lift less than 20 pounds. Work is normally performed in a typical interior work environment.

Applicants must also be able to drive to and from events, project locations, or community meetings, mostly in the Houston metro area.

Compensation is competitive and commensurate with experience. Benefits provided.

#### **To Apply**

Please submit a cover letter, resume, and three professional references via Indeed:

<https://www.indeed.com/job/vice-president-development-c012cd9b066e26df>