

# WE STRENGTHEN MOVEMENTS THROUGH COMMUNICATIONS

*No single organization can win alone. ReThink drives collaboration and innovation across sectors to reach new audiences and achieve shared policy wins. Find out how we do it.*

**ReThink Media**  
**Executive Director**  
Berkeley, CA | D.C. or Hybrid



## About ReThink Media

ReThink Media is a unique nonprofit organization that places media and communications at the center of our movement-building agenda. We strengthen the collaborative media and communications capacity of state and national advocacy organizations; increase the “voiceshare” of their spokespeople; and provide in-depth media and opinion analysis to inform movement strategy. We focus on long-term engagement with our advocacy partners and with the issues we take on—all driven by a belief that, the stronger the groups are across an issue sector and the tighter their collaboration, the more likely they are to win real and lasting policy victories.

Our partners represent the foremost leaders, thinkers, and organizers in the fields of disarmament, conflict prevention, peace and security, civil rights and engagement, the protection of voting rights, and in redressing the undue special interest influence in politics and the judiciary.

We provide our partners with shared access to public opinion research, in-depth analysis of traditional and social media coverage, and message development resources, specific to their issues, voice, and political context. We provide shared access to professional media and communications tools, reporter intel, and hands-on training in critical media and strategic communications skills to enhance their presentation to the media and to improve collaboration and coordination.

ReThink Media was founded by Lynn Fahselt and Peter Ferenbach. After over 15 years at the helm, they have decided to transition from their current roles. While a new leader will bring new perspectives to the organization, ReThink Media’s commitment to partners will remain consistent. ReThink will continue to strengthen its core capacity and create a sustainable infrastructure to take that learning to new levels and new issues.

## About the Role

The ReThink Board of Directors is looking for an Executive Director (ED) who has an exceptional understanding of the role of communications in movement building, is an experienced leader, is a strategic thinker and fundraiser.

The Executive Director must have a strong understanding of: social change through collaboration, coordination, objective data, and evaluation; trusting partnerships; collaboration versus competition; a commitment to do no harm; and being an independent convener and advisor.

Reporting to the Board of Directors, the Executive Director will have overall strategic and operational responsibility for ReThink Media’s staff, programs, fundraising, expansion, and

execution of its mission. They will maintain a deep knowledge of field, core programs, operations, and organizational development and transition plans.

## Responsibilities

### Strategic Planning, Mission, and Vision

Working with the Board of Directors and senior leadership, oversees all planning to ensure the fulfillment and integrity of ReThink's core mission and strategic vision through the following activities:

- Promote ReThink Media's mission, positions, and profile to current and potential partners, funders, and allies
- Work with senior staff to develop a strategic vision and plan for ReThink's work in priority program areas
- Drive innovation, evaluation, and evolution through cross-collaborative learning and sharing lessons with key partners and the broader progressive community
- Continuously improve ReThink's capacity and movement-building strategies based on internal and external evaluation, feedback, and data
- Build ReThink's reputation and brand, institutional principles, and theories of movement building
- Deepen and refine all aspects of communications and engagement, including developing targeted strategies and mechanisms for gathering stakeholder feedback
- Represent ReThink at conferences, funder meetings, and public speaking engagements

### Organizational Strategic Plan

Working with the Board Chair and Senior Leadership to develop and implement a multi-year Strategic Plan for the organization, the ED:

- Oversees the development and implementation of a multi-year fundraising strategy toward the expansion of staff to fulfill the 2019 Organizational Development plan. This includes a combination of seeking increased general support funding, new sources of program funding, fees-for-service or consulting contracts, realigning or reducing other expenses, etc.
- Oversees the development and implementation of a multi-year Strategic Plan for the organization

### Organizational & Leadership Development

Works with the Senior Management to:

- Ensure ongoing programmatic excellence, rigorous program evaluation, and consistent quality of finance and administration, fundraising, internal communications, and systems
- Provide supervision, leadership, and management training to Senior Staff to recruit, develop, and evaluate staff under their supervision
- Ensure Senior Staff have the skills and support to assist in the development, oversight, and management of their relevant program areas and budgets
- Ensure timely reporting, evaluation, and tracking of all activities and deliverables related to all stakeholder commitments and deliverables (e.g. grants, membership, consulting and fee-for-service contracts)

### Stakeholders, Fundraising & Sustainability

Work with the Board and Senior Leadership to:

- Develop and implement a clear and coherent long-term fundraising strategy and workplan for ReThink
- Oversee budgeting and building of a reserve fund equivalent to three months of operating expenses
- Cultivate and maintain relationships with current and potential funding partners and individuals, and research new sources of general operating support (e.g. membership, consulting and fee-for-service contracts, special initiatives)
- Lead the strategic planning process and draft new funding proposals
- Ensure timely reporting and tracking of all activities and deliverables related to existing grants and contracts in accordance with their terms.

### Financial Management and Oversight

Work with the Board of Directors to ensure the long-term financial stability of the organization and its programs through:

- Comprehensive financial planning
- Preparation and monitoring of the annual budgets
- Regular cash flow forecasting, review of quarterly actuals reports, and regular reporting to the Executive Committee and Treasurer
- Ensuring the oversight of ReThink's bookkeeper, accountants, and annual auditor to confirm all reporting and accounting requirements are fulfilled accurately, orderly, and in a timely manner.

### Governance and Board Responsibilities

Working with the Board and Senior Leadership, the Executive Director:

- Develops an active Board of Directors

- Reports regularly to the Board, including financial and organizational updates
- Serves as ex-officio member of each committee
- Works with the Governance Committee of the Board to develop and implement ongoing Board and Advisory recruitment and development plans
- Prepares staff reports for discussion at quarterly Board meetings
- Maintains regular contact with the Chair of the Board

## Qualifications

Candidates should have significant leadership and management experience within a mission-driven non-profit organization that aligns with the duties as described under "Responsibilities." In addition, qualified candidates will:

- Have experience in social justice advocacy communications
- Be excited about the opportunity to make an impact via ReThink's core competencies and values, which are, in brief: a commitment to the causes we work on, lifting up others voices, grounding our strategies in data, collaboration vs competition, and thinking holistically about the movement
- Have a proven track record of leading and contributing to a long-standing organizational culture that values the development of leaders among Rethink's staff

## Location and Travel

This position is based in either in the Bay Area, Washington, DC, or remote, and is a full-time position. The position requires occasional travel to staff and planning meetings, to presentations and trainings, and to funder meetings. ReThink aims to recruit the best people for every position and moved to an all-remote staffing model in 2021. At the same time, some locations are more immediately relevant to the strategic objectives of our work. Applicants from across the country are welcome and will be considered in conjunction with their strategic proximity to key partner locations or constituencies. In all cases, ReThink requires employees to live within 90 minutes of a major airport to facilitate occasional travel.

## Salary and Benefits

ReThink Media is committed to pay equity and transparency in our salary, raise, and benefits structure. We regularly conduct market comparisons. All staff receive an annual 360° performance review and ReThink is strongly committed to internal and external professional development. We aim to attract, develop, and retain diverse, talented, and growth-minded staff.

This is a senior-level position that comes with generous benefits, including health/flex, vacation, sabbatical, and retirement package. Salary is commensurate with experience, with a salary range of \$138K – \$180K.

*This position description is based upon material provided by ReThink Media, an equal opportunity employer. ReThink Media is an equal opportunity employer and it is a fundamental policy of the Organization not to discriminate on the basis of race, color, religion (including religious dress and personal appearance), political affiliation, sex (including pregnancy, breastfeeding women, childbirth, or related medical conditions), national origin, age, mental or physical disability, ancestry, sexual orientation, gender (including gender identity and expression) legally protected medical condition, family care or medical leave status, military or veteran status, marital status, genetic information, genetic expression or any other basis protected by state or federal laws. Reasonable accommodation, when necessary, for disabled employees and pregnant employees who request an accommodation with respect to recruitment, hiring, training, promotion and other terms and conditions of employment.*

To apply for this position, please click [HERE](#).

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