CINCINNATUS

STRATEGY • LEADERSHIP • SOLUTIONS

POSITION ANNOUNCEMENT
EXECUTIVE DIRECTOR
THE REEL HOPE PROJECT

ORGANIZATIONAL OVERVIEW

The Reel Hope Project (TRHP) is a faith-based organization that produces professionally shot videos of kids in foster care who are waiting to be adopted. The videos are shared with individuals, organizations, and institutions to help each child find a forever family.

THRP was founded in Minnesota in 2016 and has since launched public adoption recruitment and video projection in nine states total and continues to grow. THRP has a staff of six in Minnesota and contracts with professionals in other states for video production and distribution. The annual budget is just shy of $1.5 million. All revenue is secured through individual donations and private grants.

For more information, please visit the TRHP website: thereelhopeproject.org.

PRIMARY AREAS OF RESPONSIBILITY

Reporting to TRHP's Board of Directors, The Executive Director (ED) leads all TRHP staff in alignment with the organization's core values, mission, and vision. The ED sets the overall direction of the organization and is expected to champion a faith-based culture. The primary responsibilities are:

- Strategic Leadership and Communication: Keep Board informed about new trends and opportunities in child welfare and THRP's role in responding to them; Be the point person with the Board in setting overall strategy and long- and short-term goals; Be the point person with staff in goal execution; Ensure adequate resources and tactics to achieve strategic objectives; Implement board governance best practices.
- Financial Planning and Management: Oversee annual budget creation; Partner with the Director of Advancement to meet revenue objectives; Update Board on revenue raised with respect to projections; Lead the annual Finance Committee budget review.
- Operational Planning and Management: Remain up to date on all aspects of child welfare related to adoption and foster care in the states where THRP does work; Assure optimization of all systems and resources; Partner with the Director of National Operations to expand into new states; Establish and grow funding relationships in all operating states.
- Human Resources Management: Hire, develop, and retain a highly qualified staff by providing a health workplace environment; Ensure the performance management system aligns with organizational strategy and objectives; Provide appropriate resources and support for staff career development.
- Relationship Management: Establish and maintain strong, enduring relationships with mission partners, including social workers, state civic leaders, pastors, churches and religious and civic organizations; Build and grow and network of religious institutional leaders, community and civic leaders, major donors, and influencers in the child welfare arena; Serve as the public face of THRP: Lead outreach efforts to raise awareness of the organization's mission; Give presentations to key stakeholder groups.

DESIRED QUALIFICATIONS

Education

- A bachelor's degree in child welfare, social work, nonprofit management, leadership, business, or equivalent. Certain work experience may negate the need for a specific discipline degree. Master's degree preferred.

Experience

- Five to seven years of experience in a nonprofit, business, or child welfare leadership role.
- Proven ability to direct and implement long-term strategic planning.
- Successful track record with advocating for vulnerable individuals.
- Proven ability to fundraise through foundation grants, individual donations, and in-kind gifts.
- Skilled in working with a strong Board of Directors.
- Ability to be an authentic culture leader in a faith-based organization.
- Collaborative mindset.
- Ability to quickly make meaningful connections with community leaders, religious leaders, and other key stakeholders.
- Commitment and ability to be an engaging ambassador and positively represent TRHP throughout the states in which it operates.
- Program planning, development, implementation, management, and evaluation.
- Proven administrative competence in areas such as financial management, budgeting, marketing, technology, planning, and goal setting.
- Strong organizational skills and attention to detail.
- Excellent written and oral presentation communication skills

COMPENSATION

The salary range for this position is $110,00 - $130,000 annually and is commensurate with experience and qualifications. THRP also provides a competitive comprehensive benefits package.

TO APPLY

Cincinnatus invites interested candidates to send an electronic letter of interest and résumé to brad@cincinnatus.com, or a hard copy to Employment, Cincinnatus, 1041 Grand Avenue, PMB 229, Saint Paul, MN 55105. TRHP will begin reviewing applications September 15, 2026.