Head of Institutional Advancement | Job Description

About Scratch

Scratch is a creative programming language and the world's largest online coding community for children and teens. Children around the world use Scratch and ScratchJr to create their own interactive games, stories, and animations – and share their creations with one another. In the process, they learn to think creatively, reason systematically, and work collaboratively. In 2022, more than 33+ million young people around the world created projects with Scratch.

The Scratch Foundation

Since its creation at the MIT Media Lab in 2007, Scratch use has grown dramatically. More than 120,000,000 people from every country in the world have created more than a billion Scratch projects. In 2024, we're responding to this growth by focusing on four strategic priorities: diversifying revenue sources; maintaining a high-quality experience for our existing users; re-engineering the platform; and implementing our programmatic and research work. To further respond to the extraordinary growth of our user base, we are launching a $25MM capital campaign to create the next generation of Scratch. The Foundation has 56 staff members, and its 2024 operating budget is $18,755,252.

Position Overview

The Head of Institutional Advancement at the Scratch Foundation will play a pivotal role in advancing the organization's mission by leading fundraising, donor relations, and supporting strategic partnerships. This key leadership position will require a strategic thinker, relationship builder, and results-oriented professional who can drive revenue growth and strengthen the foundation's financial sustainability. This position reports to the President & CEO.

Head of Institutional Advancement Responsibilities

1. **Fundraising Strategy.** Develop and implement comprehensive fundraising strategies to achieve annual and long-term revenue goals. Identify and pursue diverse funding sources, including foundations, corporations, government agencies, and individual donors.

2. **Donor Relations.** Develop a data-driven approach to donor relations to cultivate and steward relationships with existing and new donors that ensures their continued engagement and support. Establish and nurture relationships with prospective donors, creating compelling cases for support and presenting the impact of the Scratch

Foundation's programs. Make timely and accurate responses to donor concerns, requests, and gifts.

3. **Strategic Partnerships.** Collaborate with the President & CEO and cross-functional leaders to identify key stakeholders and pursue strategic partnerships that align with the organization's mission and goals. Work closely with programmatic teams to integrate partnerships that enhance the impact and reach of Scratch Foundation's initiatives.

4. **Grant Management.** Build a robust data-driven approach to grant management and oversee the grant application and reporting processes, ensuring compliance with funder requirements and deadlines. Manage a portfolio of grants, coordinating with program staff to provide timely, accurate, and compelling updates. Provide strategic direction and support to ensure that opportunities are assessed and applied for within the overall strategic plan.

5. **Team Leadership.** Develop, lead, and inspire a high-performing Institutional Advancement team, providing mentorship, guidance, and professional development opportunities. Foster a collaborative and inclusive team culture that promotes creativity, innovation, and excellence.

6. Performs other duties as assigned by the President & CEO.

Qualifications
- Bachelor's degree in a relevant field; advanced degree preferred.
- Proven track record of successful fundraising and donor relations in a non-profit environment.
- Strong strategic thinking and analytical skills with the ability to translate organizational goals into effective fundraising strategies.
- Leadership qualities that support a collaborative, inclusive, and proactive approach to problem-solving.
- Excellent communication and interpersonal skills, with the ability to engage and inspire diverse stakeholders.
- Demonstrated experience in building and managing a high-performing team.
- Knowledge or experience in the education or technology sector is a plus.
- Proficiency in CRM systems and knowledge of Salesforce is a plus.

This position pays between $190,000 - $200,000 and is a remote position that is based in New York City. To apply, please submit your resume/CV and a cover letter to hr@scratch.mit.edu.

The Scratch Foundation is an equal opportunity employer. Scratch welcomes people of all ages, races, ethnicities, religions, abilities, sexual orientations, and gender identities. We especially encourage historically marginalized identities to apply.