



Executive Director - Part-Time Contract Role

Contract Description



POSITION OVERVIEW

Role: Executive Director (Part-Time Contract)

Location: Charlotte, NC (Hybrid - remote flexibility with local presence required)

Hours: 30-40 hours per month (approximately 7-10 hours per week)

Contract/1099 role: \$25,000-\$27,000 annually (\$1,700-2,500/month), commensurate with experience

Reports To: Board of Directors (Board Chair)

Target Start Date: February 2026

Contract Term: Contract funded through Charlotte Creative Growth grant (ending November 2026), with expectation of renewal pending successful fundraising outcomes and board approval

ABOUT SHE DREAMS IN COLOR FOUNDATION

She Dreams in Color Foundation is a Charlotte-based 501(c)(3) nonprofit dedicated to destigmatizing mental health and providing accessible therapy for women living below the federal poverty level. Through our signature Queen's Tea Party, interview series, and therapy reimbursement program, we've built a vibrant community of supporters and served thousands of women in need of mental health care and community in person and online since 2022.

2024/2025 Highlights: \$50,329 in 2025 revenue (Jan-Dec FY), 92% three-year donor retention for annual signature event, recruited and grew Board of Directors to 11 members, 627-contact engaged database, partnership with This Is My Brave CharMeck, and successful grant awards, including a \$25,000 Charlotte Creative Growth grant.

Learn more at SheDreamsInColor.com, including our 2024 Annual Report with detailed program outcomes and financial information.

Transition Context: The Founder & founding Executive Director will transition to a Program Support role, creating an opportunity for new leadership to scale the organization.

POSITION PURPOSE

The Part-Time Contract Executive Director will lead day-to-day operations and strategic development during a critical growth phase. This role prioritizes building systems that outlast individual leadership—creating replicable processes, documented workflows, and sustainable infrastructure that reduces dependency on any single person while increasing organizational capacity.

This role bridges the founder's entrepreneurial startup phase with systematic organizational infrastructure, focusing on:

- Scaling sustainable fundraising systems beyond event-driven revenue
- Establishing professional operational processes, documentation, and donor stewardship
- Expanding community partnerships and grant pipeline support
- Supporting board development and governance
- Growing therapy reimbursement program impact and mental health destigmatization initiatives

CORE RESPONSIBILITIES

1. Fundraising & Development (30% of time)

- Execute donor segmentation strategy and cultivation plans for 627-contact database
- Manage monthly giving program and donor stewardship communications in collaboration with Fundraising Committee
- Support grant writing and submission process (4-6 strategic grants annually) in partnership with external grant management support
- Coordinate fundraising events and support board members in major gift solicitations
- Maintain donor database (GiveButter/Give Lively) and ensure data hygiene
- Develop case for support materials, impact reports, and donor communication content
- Create and execute annual giving campaigns and appeals

2. Operations & Systems Building (30% of time)

- Develop and document standard operating procedures (SOPs) for therapy reimbursement, donor acknowledgment, event planning, and financial processes to ensure continuity beyond founder knowledge
- Build scalable systems, policies, and processes for organizational transparency and sustainability
- Oversee financial management in partnership with bookkeeper and treasurer
- Ensure compliance with nonprofit regulations, reporting requirements, and grant terms

- Manage vendor relationships and contract negotiations
- Maintain organizational calendar, project tracking, and documentation systems
- Coordinate insurance, legal, and administrative requirements

3. Program Management (15% of time)

- Oversee therapy reimbursement program, manage therapist partnerships and reporting
- Coordinate signature programs: Queen's Tea Party, Postcards to Future Self vendor table, This Is My Brave, reduced cost Therapy web page
- Maintain and build relationships with mental health providers and community partner nonprofit agencies
- Track program outcomes and collect impact data for Annual Report & grants

4. Board Relations & Governance Support (20% of time)

- Prepare board meeting materials, agendas, and review minutes filed by Secretary
- Support board recruitment, onboarding, and engagement initiatives
- Serve as liaison between Board, committees, Advising Therapists, and organizational operations
- Provide monthly Board Meeting reports on fundraising, programs, and financials

5. Community Engagement & Marketing (5% of time)

- Represent organization as primary spokesperson at community events, networking opportunities, and media interviews
- Manage social media (in collaboration with volunteers/board)

QUALIFICATIONS

Required Qualifications:

- 3-5 years of nonprofit experience in development, operations, or program management
- Demonstrated fundraising success with individual donors, grants, or events (specify amounts raised in cover letter)
- Grant writing experience with at least 2 funded foundation or government proposals
- Strong project management skills with ability to prioritize competing demands and work independently with minimal oversight
- Experience creating documentation, workflows, or operational procedures that others can follow
- Excellent written and verbal communication skills, including donor appeals, board reports, and community representation
- Proficiency with donor databases (currently use GiveButter and GiveLively), Google Workspace, and Instagram

- Commitment to mental health advocacy and reducing barriers to care for underserved women and marginalized communities
- Comfortable serving as organizational spokesperson in community settings, media interviews, and fundraising events

Preferred Qualifications:

- Early-stage nonprofit leadership with organizational development experience
- Experience supporting leadership transitions or organizational change management navigating founder transitions or organizational restructuring with sensitivity to legacy preservation and relationship continuity
- Understanding of mental health services, private practices, social work, or related fields
- Understanding of Robert's Rules of Order and board meeting requirements
- Connections to diverse professional or community networks in the Charlotte region and potential donor prospects
- Understanding of mental health stigma across diverse cultural and societal contexts

You'll excel in this role if you:

- Work effectively with autonomy and are able to prioritize needs
- Bring fundraising confidence and relationship-building skills
- Value building sustainable systems in growing organizations
- Communicate transparently with board leadership and the public
- See part-time work as strategic (portfolio career, work-life balance, mission alignment)

This role involves independent work with monthly board guidance, occasional evening/weekend availability for events, and a 10 to 12-month contract structure.

BENEFITS & GROWTH OPPORTUNITIES

- Flexible remote work arrangement with autonomy over schedule
- Close collaboration with an engaged, diverse board of accomplished women professionals
- Direct influence on organizational strategy and infrastructure development during critical growth phase of women's mental health organization
- Mentorship from and support by Founder & founding Executive Director
- Opportunity for role expansion based successful first-year fundraising outcomes and organizational growth
- Visibility and networking in Charlotte nonprofit ecosystem and national mental health advocacy networks through established partnerships

HIRING PROCESS & TIMELINE

Interview Process:

- Initial phone screening (20-30 minutes)
- Virtual interviews mid January (45 minutes)
- Final interviews end of January/early February (90 minutes, potentially in-person)

Expected Timeline (subject to change):

- Interviews: January 2026
- Offer: Late January 2026
- Start date: early-mid February 2026

HOW TO APPLY

To Apply: Submit cover letter (one page) and resume to Jennifer@SheDreamsInColor.com with subject line "ED Application - [Your Name]"

References and grant writing samples may be requested from finalists advancing to second-round interviews.

Application Deadline: Rolling review until filled. Apply by December 31, 2025 for priority consideration.

Questions? Contact Jennifer@SheDreamsInColor.com

She Dreams in Color Foundation is an equal opportunity organization committed to maintaining a diverse and inclusive team. We strongly encourage applications from women, people of color, LGBTQ+ individuals, people with disabilities, and members of other underrepresented communities.

