



**VICE PRESIDENT OF DEVELOPMENT**  
**[THE HOME BUILDERS INSTITUTE](#)**  
**HYBRID POSITION – WASHINGTON, D.C.**



Aspen Leadership Group is proud to partner with The Home Builders Institute in the search for a Vice President of Development.

The Vice President of Development will serve in the pivotal role of primary fundraiser for The Home Builders Institute (HBI). In collaboration with the President and Chief Executive Officer, the Vice President will foster meaningful connections and drive organizational strategy to cultivate essential partnerships with contributors and funders. In addition to the President and Chief Executive Officer, the Vice President will work strategically and in collaboration with the Board of Trustees and Senior Leadership Team, team members across the organization, and HBI stakeholders to identify, engage, and partner with individuals, families, corporate entities, and foundations to build a diverse stream of philanthropic funding that expands the number of students served, attracts and retains the best instructors in the construction field, and increases the geographic footprint, depth, and breadth of HBI programs and The Academies. The Vice President will oversee the entire fundraising lifecycle, from concept inception to successful execution, while providing critical fundraising insights to shape organizational decisions. The Vice President will focus on the expansion of a diverse pipeline of both unrestricted and programmatic revenue, with an unwavering growth-oriented mindset. The Vice President will manage a portfolio of priority donors and prospects, including the creation of donor strategies, timelines, and funding projections. The Vice President will oversee the development team and operations including an initial strategy of hiring fundraising staff and raising funds for the Academies in Charlotte, Denver, Houston, New Orleans, Orlando, Phoenix, and Sacramento.

The Home Builders Institute is the nation's leading provider of trade skills training in residential construction. It provides pre-apprenticeship training, certification programs, and job placement services to secondary school students, veterans and transitioning military personnel, displaced workers, and at risk and justice-involved youth and adults. HBI trains in carpentry, electrical, plumbing, building construction technology, HVAC, landscaping, masonry, and solar installation. The nonprofit organization collaborates with public, private, and nonprofit partners dedicated to workforce development. With them, HBI attracts and certifies new students through a combination of hands-on training, innovation, and technology to build an emerging generation of skilled construction workers. HBI works with 270 partner organizations in 48 states and Puerto Rico to offer 625 programs. There are nearly 11,000 active students involved with HBI programs today, and 165,000 graduates since 1974. HBI is building the next generation of skilled tradespeople and HBI graduates are transforming their communities and building America's homes.

For more than 50 years, HBI has been training and educating America's home construction workforce. HBI was founded by the National Association of Home Builders and was primarily funded by the U.S. Department of Labor to create free pre-apprenticeship training programs for different communities to learn homebuilding skills. Over the years HBI has continued to build out its program offerings and expand its footprint in the construction industry. From innovative initiatives to strategic partnerships, HBI remains committed to building careers and changing lives.

The Home Builders Institute is committed to providing trades training that changes the lives of a new generation of skilled workers in partnership with individuals, companies, and organizations aligned with its mission. HBI aims to be the leading educational resource for career technical education in the building industry for aspiring construction professionals.

HBI brings decades of leadership, excellence, and dedication to its partnerships. HBI changes lives every day by preparing individuals for careers with livable wages, financial security, and career opportunities. Its programs create a positive, long-term impact on social issues like unemployment, underemployment, diversity, equity, empowerment, and housing affordability. HBI uses a dynamic national skills training model that meets students needs and local workforce demand in communities nationwide. By facilitating partnerships within these communities, HBI helps them build careers that are a stabilizing force in their lives and a solid foundation for economic development and employment growth. HBI partners with leading organizations, policymakers, and associations investing in housing and workforce development. Its deep-rooted network allows HBI to collaborate on solutions that address challenges. HBI's legacy comprises over 50 years of national leadership in skilled trades training with industry recognized curriculum approved by the U.S. Department of Labor and the National Association of Home Builders.

### **THE ACADEMIES**

One of HBI's most innovative initiatives was inspired by feedback from potential students currently unemployed or underemployed, the record lows in the housing inventory and the severe skilled labor shortage. Combined, these factors exacerbate one another. When addressed as a systemic issue they create opportunity for the individual student, potential employers, and the community. HBI Academies are positioned as a viable solution to address all three situations. In response HBI is opening several trades training academies across the nation. The Academies represent a new learning environment that delivers its industry-recognized curriculum to a new generation of home builders. HBI is working closely with industry partners such as The Build Strong Foundation, The Home Depot Foundation, and Home Builders Association to offer low or free tuition-free construction trades training to anyone 18 years of age or older. The Academies, now open in Charlotte, Denver, Houston, New Orleans, Orlando, Phoenix, and Sacramento demonstrate a creative approach that empowers students while simultaneously addressing the housing shortage and skills gap. Students receive hands-on training that takes them from beginners with little-to-no building experience to a pre-apprentice who are sought after by employers. Students receive mentorship throughout their training and job placement support upon graduating from the program.

### **REPORTING RELATIONSHIPS**

The Vice President of Development will report to the President and Chief Executive Officer, Ed Brady and will serve as a member of the Leadership Team. The Vice President will oversee local major gifts officers, research contractors, team members in corporate sponsorships, as well as stewardship and recognition efforts.

### **FROM THE PRESIDENT AND CHIEF EXECUTIVE OFFICER**

*The Vice President of Development is a high impact opportunity for a visionary and entrepreneurial leader with the drive, motivation, and expertise to build and grow an innovative, national development program with the capacity to attract transformative philanthropy.*

*HBI is currently the nation's leading nonprofit provider of trade skills training and education for students who aspire to join the construction field. **This is HBI's Why.** HBI students gain the ability to change the trajectory of their lives by advancing their careers in construction, transforming their communities, and building America's homes.*

*I am looking for a strategic partner who will collaborate with me and stakeholders, internally and externally to inspire meaningful relationships with donors and funders. Our vision for the future is bold: to expand the number of students we reach, the depth and breadth of HBI programs, and scope and scale of our impact.*

*The new Vice President will have a fully committed President and Chief Executive Officer and partner, a Board and Development Committee invested in the success of the new Vice President, and a Senior Leadership Team willing to partner with you to build a culture of philanthropy.*

*In preparation for the arrival of the final candidate, we invested in an assessment of our current development operation. The recommendations from the assessment, subsequent fundraising plan, and continued engagement serve as an initial roadmap to strengthen our capacity and understanding of development. I share this information to assure you that fundraising is a high strategic priority for HBI.*

*As you evaluate this opportunity and the alignment between our mission, your purpose, values, and professional aspirations, visit our website and read the [words of our students](#). Our student stories never fail to inspire me. Their words are the best endorsement for considering the Vice President position at The Home Builder's Institute.*

—Ed Brady, President and Chief Executive Officer

## **PRIMARY RESPONSIBILITIES**

### **Fundraising Strategy and Management**

The Vice President of Development will

- collaborate with the President and Chief Executive Officer, senior executives, leadership team members, and board and development committee members to develop and execute a comprehensive fundraising strategy aligned with short- and long-term organizational goals;
- collaborate closely with the Senior Vice President of Industry and Program Development;
- identify and assess potential funding sources that align with HBI's mission, values, and strategic objectives;
- oversee fundraising systems and processes to ensure they are well-designed and effectively managed;
- set and monitor revenue targets, benchmarks, metrics, and SMART goals to maintain a clear view of the business pipeline;
- ensure the quality, timeliness, and transparency of reports to leadership, donors, funders, students, and community members, responding to their priorities; and
- create meaningful, personalized donor recognition and stewardship protocols.

### **Relationship Building and Partnership Development**

The Vice President of Development will

- cultivate and nurture relationships with a diverse range of stakeholders, including individuals, family donors, private and corporate funders, industry partners, and the community;
- lead prospecting, solicitation, and partnership development efforts for key accounts, focusing on retention activities;
- collaborate with local, state, and national HBI and partner teams to equip them with tools, capacity-building, and messaging for effective organizational relationship management;
- formulate and implement an outreach strategy aligned with organizational strategic goals, targeting various market sectors for sustainable funding growth; and
- create and execute plans to cultivate, steward, and solicit current and prospective financial partners.

### **Strategic Planning and Process Optimization**

The Vice President of Development will

- develop short- and long-term strategic fundraising plans;
- create annual operating plans that align with HBI's strategic objectives;
- establish and maintain a close relationship with the Chief Financial Officer and Finance Team to ensure fluid communication, transparency and accurate accounting, reporting, acknowledgement, recognition, and use of donated funds;
- optimize strategic partnership processes and account management cadences, utilizing tools like Salesforce and project management resources;
- lead solution development and donor and funder partner impact reporting with transparency, closely monitoring key performance indicators for the portfolio; and
- drive process improvements and best-in-class practices to enhance fundraising efficiency.

### **Communication and Marketing Strategies**

The Vice President of Development will

- collaborate with the Communications and Marketing team to create and implement ongoing marketing strategies to raise awareness among potential funding sources;
- create various marketing collateral to drive philanthropic growth;
- ensure consistent messaging across various local, state, and national teams to strengthen organizational relationships; and
- create social media strategies for attracting new and current donors from diverse segments of the population.

### **Resource Acquisition and Financial Stewardship**

The Vice President of Development will

- secure financial support through effective prospecting, solicitation, and partnership development efforts;
- monitor fiscal activities and adhere to budget allocations to ensure financial stewardship; and
- promote knowledge sharing and offer training to enhance growth and overall organizational performance within all HBI departments.

### **Talent Management**

The Vice President of Development will

- set an example by embracing the values of the organization and the highest ethical standards in all interactions internally and externally;
- recruit, mentor, partner, empower, and mentor development leaders and team members;
- evaluate personal job performance and complete performance evaluations for assigned staff;
- handle all personnel matters in a discreet and confidential manner, consulting with appropriate management and staff before any disciplinary action is taken with any HBI employee; and
- assume responsibility for promoting teamwork and coordinating training and mentorship for all assigned staff.

## **LEADERSHIP**

### **Ed Brady**

#### **President and Chief Executive Officer**

Before being appointed President and Chief Executive Officer of The Home Builders Institute in 2018, Ed Brady led a large regional home building company in Illinois. Following the 2008 financial crisis, he served the Bipartisan Policy Center Housing Commission, working with other leading experts to advance the nation's housing policy. He serves on the Advisory Committee of the Bipartisan Policy Center's J. Ronald Terwilliger Center for Housing Policy.

Brady has also served on boards for Chicago Federal Home Loan Bank, Enterprise Community Partners, Illinois Habitat for Humanity, as well as on other economic development and housing-related boards. Brady was the National Association of Home Builders 2016 Chairman. In 2018, he was inducted into the Illinois Home Builders Hall of Fame and in 2023 inducted into the National Housing Hall of Fame. Brady is a sought after thought leader in the housing industry and workforce development space and has been interviewed by *Financial Times*, *The Wall Street Journal*, MarketWatch, Pro Builder, Offsite Builder, and Politico. He holds a bachelor's degree in political business from Illinois Wesleyan University.

### **PREFERRED COMPETENCIES AND QUALIFICATIONS**

The Vice President of Development will be an engaging, resilient, mindful, strategic, inspirational, and persuasive leader with the confidence and motivation needed to serve the mission, students, and community of HBI with integrity and the highest ethical standards.

Furthermore, The Home Builders Institute seeks a Vice President of Development with

- a commitment to the mission of The Home Builders Institute—to change lives by educating, inspiring, and preparing individuals for careers in the building industry;
- highly effective relationship-building skills and an ability to develop meaningful and productive partnerships with diverse audiences including executive leaders, board members, donors, staff, and other stakeholders;
- experience building successful fundraising programs including developing fundraising goals and strategies, and defining the tools and resources needed to support a growing fundraising operation;
- experience leading a successful national fundraising program at a nonprofit organization of similar or larger size, structure, and scope;
- familiarity with the breadth of development fundraising revenue streams including major and principal individual giving, corporate and foundation giving, planned giving, and capital campaigns;
- experience managing a personal portfolio, including identifying, researching, qualifying, and engaging donors and donor prospects, and securing gifts with significant institutional impact;
- knowledge of the latest innovations in fundraising techniques and an ability to translate those innovations into action;
- strong verbal and written communication skills across platforms, superior listening skills, and an ability to inspire and influence others around ideas that secure philanthropic investment;
- an ability to craft persuasive proposals and meaningful acknowledgments, develop compelling talking points for leadership, and deliver effective presentations to current and future funders, colleagues, volunteers, and other stakeholders;
- an ability to serve as a visible and effective leader of staff and build and retain successful teams while recognizing, managing, and coaching talent toward achieving ambitious fundraising goals; and
- competence in budgeting and revenue goal setting.

A bachelor's degree with at least ten years of experience leading a development function at a nonprofit organization with national impact is preferred for this role. The Home Builders Institute will consider candidates with a broad range of backgrounds. If you are excited about this role and feel that you can contribute meaningfully to HBI, we encourage you to apply.

### SALARY AND BENEFITS

The salary range for this position is \$180,000 to \$210,000 annually. The Home Builders Institute offers a comprehensive benefits package including medical, dental, and vision coverage; health care and dependent care flexible spending accounts; 403(b) retirement account as well as pension and profit sharing; basic life, AD&D, and voluntary life insurance; short- and long-term disability; employee assistance program; and generous vacation, holiday, and sick leave.

### LOCATION

This is a hybrid position. The Vice President of Development is expected to be in the national office in Washington, D.C. three days a week. This position requires significant travel (60%).

### APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of The Home Builders Institute as well as the responsibilities and qualifications stated in the prospectus.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit: [Vice President of Development, The Home Builders Institute](#).

To nominate a candidate, please contact Don Hasseltine: [donhasseltine@aspenleadershipgroup.com](mailto:donhasseltine@aspenleadershipgroup.com).

*All inquiries will be held in confidence.*