Cover Letter

Dear Richard M. Fairbanks Foundation,

Great communications do more than tell an organization's story. **They build trust, inspire action, and accelerate mission impact.** That philosophy has guided my leadership and draws me to the Chief Communications and Marketing Officer opportunity with the Richard M. Fairbanks Foundation.

As Senior Marketing Officer at Outreach, I lead marketing and communications strategy for a growing, multi-location nonprofit. Over five years, Outreach has grown from approximately $6.7 million to $15 million in annual revenue, supported by strategic investments in brand positioning, storytelling, marketing-influenced engagement, and organizational growth.

My leadership bridges strategy and execution. I've built lean, high-performing teams, strengthened operational accountability, unified organizational branding, and developed communications that connect communities with education, workforce development, and accessible mental health services.

The Foundation's commitment to advancing Indianapolis through evidence-based solutions strongly aligns with my approach to growth leadership. Drawing on my experience advancing community-based services, I'm particularly energized by the opportunity to strengthen stakeholder engagement and accelerate awareness, understanding, and adoption of initiatives like the Indiana Career Apprenticeship Pathway.

I would welcome the opportunity to bring my strategic perspective, operational discipline, and passion for mission-driven growth to the Foundation.

Thank you for your consideration.



Eric C. Smith, MPA
ericsmith13.com

EXECUTIVE PROFILE

Eric Smith

Senior Marketing Officer, Outreach · Executive Communications & Marketing Leader

Professional Summary

A strategic communications and marketing executive connecting organizational vision, compelling storytelling, and disciplined execution to advance meaningful community outcomes. Leads integrated marketing and communications for Outreach, a comprehensive, multi-location Chicago-region nonprofit delivering youth development, family stabilization, workforce training, mental health and psychological services, transitional emergency housing, and older adult services to better our neighbors.

Selected Organizational Outcomes

$6.7M → $15M

ORGANIZATIONAL REVENUE GROWTH

Contributed to the strategic communications and growth environment supporting Outreach's expansion from approximately $6.7 million to $15 million in annual revenue over five years.

$1.25M

RECORD FUNDRAISING EVENT

Led marketing and communications supporting Outreach's record-setting Golf Charity Outing, which raised approximately $1.25 million against a $900,000 goal.

Multi-Location and Languages

ORGANIZATIONAL COMMUNICATIONS LEADERSHIP

Leads integrated communications across a community-based organization operating multiple locations and delivering diverse human services.

Executive-Level

STRATEGIC COMMUNICATIONS LEADERSHIP

Partners with organizational leadership to translate strategic priorities into clear messaging, coordinated campaigns, and actionable communications.

Core Leadership Competencies

Strategic Vision

Translate organizational goals into focused communications strategies that support growth, strengthen positioning, and advance mission priorities.

Operational Excellence

Build the people, processes, and accountability structures necessary to execute complex initiatives consistently and effectively.

Compelling Storytelling

Connect research, organizational outcomes, and human experiences through accessible, credible narratives that inspire understanding and action.

Executive Partnership

Work collaboratively with senior leadership and cross-functional teams to strengthen organizational alignment, decision-making, and execution.

Career Experience

Senior Marketing Officer — Outreach, Chicago Region

Organizational brand strategy and positioning · Integrated marketing and communications · Executive communications · Digital strategy and growth marketing · Mission-centered storytelling · Marketing operations and project management · Cross-functional collaboration · Team development and accountability · Stakeholder and community engagement

Strategic Alignment with the Fairbanks Foundation

Education & Workforce Development

Make complex education-to-career pathways understandable, credible, and actionable for students and community partners through Outreach's Employment Training Center.

Health

Leverage experience at Outreach's multi-location, community-based mental health counseling and psychological services to translate complex clinical information, evidence-based practices, and health outcomes into accessible, compelling communications that build trust, increase awareness, and connect individuals and families with quality care.

Vitality of Chicago's Western Suburbs

Elevate the voices, evidence, partnerships, and initiatives that contribute to stronger communities.

Selected Case Studies

One Outreach. One Brand.

A more unified framework for communicating the breadth of comprehensive organizational impact.

Stories That Move People Toward Action

Connecting individual experiences with broader organizational priorities through thoughtful, mission-centered communications.

From Ideas to Results

Building the infrastructure that allows communications teams to execute with greater clarity, consistency, and efficiency.

Contact

Email ericsmith13@gmail.com

LinkedIn linkedin.com/in/ericsmith13/

Telephone (630) 512-7158

Website ericsmith13.com