



Position Announcement: Executive Director
Imprints Cares
Located in: Winston Salem, NC

The Opportunity

Imprints Cares is seeking a strategic and mission-driven leader to serve as its next Executive Director, guiding a seamless, integrated, and comprehensive early childhood education system in supporting children and families in Forsyth County, NC. This is an opportunity to lead a well-established, respected nonprofit organization dedicated to early childhood education, family support, and community impact. With a strong foundation, deep community ties, and a passionate team, Imprints Cares is poised for continued growth and Impact. The next Executive Director will build on the organization's legacy, foster strategic partnerships, and drive forward its mission in meaningful ways.

About Imprints Cares

Imprints Cares mission is to nurture children for lifelong success. For over 50 years, Imprints Cares has been a leader in early childhood education, family support, and community outreach. The organization provides evidence-based programs that empower families, enhance child development, and bridge gaps in educational access. From home visiting programs and early literacy initiatives to afterschool enrichment and summer learning, Imprints Cares is deeply invested in ensuring children and families thrive.

Imprints Cares is known for its strong partnerships with schools, pediatricians, community organizations, and funders. It has successfully expanded its reach through collaborative efforts, innovative programming, and a deep commitment to community impact. With a newly renovated building and a dedicated staff, the organization is well-positioned for its next chapter of growth and sustainability.

The organization is governed by a 16-member Board of Directors and supported by 43 full-time employees and over 150 part-time employees. It operates on a \$5.5 million budget, with 52% generated from Expanded Learning programs, 23% from contributions and grants, 14% from restricted funds, 9% from Smart Start and United Way, and 1% from rental income and in-kind contributions.

Want to know more? Visit Imprints Cares website at www.imprintscares.org

Key Responsibilities

The Executive Director (ED) will provide strategic leadership and operational oversight for Imprints Cares. Key responsibilities include:

- Provide visionary leadership to advance the organization's mission and impact.
- Collaborate with the Board of Directors and appropriate committees to develop and implement strategies for ensuring the long-term success of the organization.
- Lead fundraising efforts, donor engagement, and financial sustainability initiatives.
- Strengthen and expand community partnerships and collaborations.
- Enhance organizational culture, staff and board development, and internal systems to support growth.
- Oversee program development, innovation, and evaluation to ensure high-quality services.
- Represent Imprints Cares as a thought leader in early childhood education and family support.

The Ideal Candidate Profile

The ideal candidate will have the following qualities, skills, and characteristics:

- **Passion for the Mission** – Deep commitment to early childhood education and family support.
- **Strategic Leadership & Vision** – Strategic thinker with a vision for growth and sustainability. Ability to align programs, funding, and partnerships into a cohesive strategy.
- **Nonprofit Management & Governance** – Experience in nonprofit management, program development, and working with Boards.
- **Fundraising & Financial Acumen** – Proven experience securing and managing diverse funding sources (grants, Medicaid, philanthropy, earned income). Strong donor engagement skills, comfortable in fundraising settings. Ability to lead financial planning and budget management.
- **Community Engagement & Advocacy** – Public-facing leader with strong relationship-building skills, comfortable engaging with media, policymakers, and funders. Willingness to participate in advocacy and policy discussions.
- **Operational & Change Management** – Skilled in leading teams through growth and transition. Strong abilities in team-building, delegation, and internal leadership.
- **Collaborative Leadership** – Bridge-builder and collaborator who can navigate relationships with community stakeholders, funders, and policymakers. Ability to inspire and empower a dedicated team.
- **Innovation & Entrepreneurial Mindset** – Able to create new funding and program models. Forward-thinking approach to expanding services and partnerships.
- **Strong Communicator & Relationship-BUILDER** – Ability to effectively articulate vision, engage stakeholders, and represent the organization externally.
- **Education and Experience:** Bachelor's degree in social work, education, psychology, public administration or a related field. Advanced degree preferred. Minimum of five years of senior level nonprofit management experience.

Think you are the next Executive Director for Imprints Cares?

To apply, click on the link to the Executive Director position profile at <https://jobs.armstrongmcguire.com/jobs/executive-director-imprints-cares-job-1423/>. You will see instructions for uploading your compelling cover letter, resume, and salary requirements. Please provide all requested information to be considered. In case of any technical problems, contact talent@armstrongmcguire.com. No phone calls, please, and no applications will be accepted by email or directly from third-party posting sites.

Review of candidates will begin late March and continue until the position is filled.

Salary range for the position is \$120k-130k. Benefits include medical, Flexible Spending Account, dental, life, up to a 3% match 403(b) retirement plans, accrued vacation and sick time; paid holidays. Free before and afterschool care and a reduced cost for summer camp for elementary school aged children. Voluntary benefits include short and long-term disability insurance, Critical Illness, Accident Insurance.

Imprints Cares provides an equal employment opportunity to all employees and applicants for employment without regard to race, ethnicity, color, sex, age, disability, religion, national origin, citizenship, marital status, sexual orientation, gender identity or expression, genetics, or status as a veteran, or any other status protected by applicable national, federal, state, or local law.

About Armstrong McGuire

Armstrong McGuire is a leading executive search, fundraising and strategic advising firm that believes in unlocking the potential of nonprofit leaders and the communities they serve. Founded in 2004, our diverse team of advisors work with clients and leaders to align strategy, optimize operations, build capacity, and lead nationwide searches that bring supremely talented individuals to high-impact organizations. Learn more about our services in talent acquisition, fundraising counsel, and strategic planning. [Armstrong McGuire](#)