

JOB DESCRIPTION

Position: Director of Advancement
Reports to: Chief Executive Officer
Last Updated: February 2019

DESCRIPTION

Hope for New York (HFNY) mobilizes volunteer and financial resources to organizations serving the poor and marginalized in New York City. Our **vision** is a city in which individuals and communities experience spiritual, personal, social and economic well-being through the demonstration of Christ's love.

HFNY is in a pivotal time of significant growth and seeks an energetic, self-motivated, results oriented, strategic, and highly relational individual to lead its fundraising and stakeholder engagement activities. The Director of Advancement will 1) spearhead all generosity activities, setting HFNY's strategy to increase annual revenue and stakeholder engagement by 50% over next 2 years, 2) develop and lead the major gifts strategy, 3) develop and strengthen relationships with institutional partners (church partners, foundations, and corporations), and 4) provide leadership to the rest of the staff and board with the vision and resources needed to achieve goals. The Director is part of the HFNY Leadership Team and will help inform the overall strategic direction of the organization.

PRIMARY RESPONSIBILITIES

Generosity Strategy

- Work with CEO and Board to develop and lead innovative and comprehensive strategic annual fundraising plan that will enable HFNY to meet aggressive fundraising goals over next three years
- Oversee all fundraising campaigns and appeals, including annual fund, recurring giving program, annual campaigns, and major events
- Develop and oversee generosity strategy with institutional partners - church partners, foundations, and corporations
- Lead research and analysis of potential new revenue sources and partnerships
- Measure campaign results and develop analytical reports on progress against financial goals
- Works collaboratively and creatively with Director of Communications to position advancement opportunities in campaign and event-related marketing materials

Stakeholder Cultivation

- Meet prospective and current donors and other stakeholders on a continual basis to establish ongoing relationships
- Cultivate portfolio of 100+ major donors along with the CEO and Board (\$5,000 and above)
- Develop strategy with CEO and Board to identify, cultivate, solicit, and steward new major and mid-level donors
- Develop and cultivate relationships with church partner, foundation, and corporation staff
- Create, implement, and monitor a fully articulated prospective stakeholder pipeline
- Oversee Manager of Giving & Event's work with the HFNY's Young Supporters Committee

Donor Services

- Oversee Development team for all donor services and donor processing including receipting and acknowledgements, data collection, and analyses
- Track funds secured through appeals, events, and individuals
- Work with Director of Operations to optimize processes and databases related to donors



Management and Supervision

- Participate in regular Leadership Team meetings and provide leadership throughout organization
- Lead and manage development team, provide feedback and management with regular meetings
- Conduct annual performance reviews for direct reports

KEY JOB RELATIONSHIPS

- Chief Executive Officer: Meet weekly to provide status reports on donor impact, ongoing support
- Board of Directors: Meet quarterly to provide guidance on major donor relationships
- Manager of Giving and Events: Partner on Advancement projects and events; meet weekly to provide strategy and direction
- Director of Communications: Meet as needed to collaborate on content and vision for fundraising communications
- Director of Church and Community Engagement: Meet monthly to advance church generosity goals
- Donors: Cultivate and manage major donor relationships alongside CEO

JOB QUALIFICATIONS

- Demonstrated commitment of serving the poor and marginalized
- Understanding of biblical stewardship and generosity
- 10+ years of professional experience required, prior donor relations experience preferred
- Results driven and outcomes focused individual
- Proven ability to build strong relationships with a variety of internal and external stakeholders
- Proven ability to reach aggressive fundraising goals for a growing organization
- Self-starter, quick learner; able to work independently, thrives under pressure and takes on difficult challenges in a fast-paced setting; ability to meet deadlines
- Ability to develop organization-wide fund development strategic plans with proven tactics
- Experience analyzing and reporting on fund development campaigns and activities
- Superb communication skills (oral and written); Effectively represent HFNY externally
- Resourceful and strategic problem-solving ability; takes initiative with solutions
- Strong project management skills; ability to take an idea from concept to completion
- High level of professionalism, maturity and integrity; maintaining tact, discretion and diplomacy with internal and external stakeholders
- Flexible and adaptable; open to feedback and improvement with positive and humble attitude
- Experience with Salesforce, email marketing, social media channels strongly preferred
- Bachelor's degree required, advanced degree preferred

DISCLAIMER

The preceding job description has been designed to describe the general nature and level of work performed by employee within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of the employee(s) assigned to this job. Other duties may be added, or this job description amended at any time.

To perform this job successfully, an individual must be able to perform the principal duties satisfactorily. Reasonable accommodations may be made to enable otherwise qualified individuals with disabilities to perform the principal duties of the job, except where to do so would cause an undue hardship on Hope for New York's business operations.

Employment at Hope for New York is at-will, which means that either the employee or Hope for New York can terminate the employment relationship at any time, for any reason, with or without cause or notice. Nothing in this Job Description should be construed to diminish the at-will employment relationship in any manner.