



**CHANGE
FOR KIDS**

OUR SCHOOLS
OUR CITY
OUR FUTURE

Senior Director of External Engagement

Change for Kids seeks a full-time **Senior Director of External Engagement** to join our dynamic organization and immediately become an important part of our growing team.

About Change for Kids:

Change for Kids ("CFK") was established in 1996 to enhance the educational experience of underserved students in local New York City public schools. We invest in NYC public elementary schools in underserved communities by bringing critical resources designed to prepare students for success in middle school and beyond.

The organization partners with 13 (and counting) exceptional public elementary schools that serve over 5,000 students in high poverty New York City communities. For more information see our website at www.changeforkids.org.

Change for Kids Values:

CFK's values serve as a compass for the way we work. We seek to be: Responsive, Resourceful, Collaborative, Continuously Improving and Optimistic.

About the Position:

Reporting to and working in close collaboration with the Executive Director (ED), the Senior Director of External Engagement (SDEE) will design and execute on a comprehensive development strategy for Change for Kids. The Senior Director of External Engagement will oversee and execute on both corporate campaigns, individual donor cultivation and ongoing fundraising efforts. The Senior Director of External Engagement is a design thinker and strategist who will help our donors accomplish their philanthropic goals and ambitions through a relationship with our organization, generate new ideas that increase revenue and donor loyalty, and develop and execute the annual fundraising plan with a goal of raising an increased percentage annually. This person will be able to traverse the lines of corporate America, the education sector, board members, staff, donors and stakeholders with fluidity and poise in order to cultivate, develop and maintain formidable relationships with all. S/he also will form and manage the Change for Kids development team.

Responsibilities

Design and execute development strategy: Work with the leadership team to identify funds needed, preferred funding targets, create development targets and KPIs and strategies including:

- Institute a comprehensive, multi-faced stewardship program to ensure that CFK donors experience high-quality interactions with the organization.
- Grow a major gifts program including identification, cultivation and solicitation of major donors.
- Develop and oversee our CSR program, creating long-term, loyal corporate donors.
- Oversee grant seeking including research, proposal writing, and reporting requirements.

110 EAST 23RD STREET, FIFTH FLOOR, NEW YORK, NY 10010

CHANGEFORKIDS.ORG | 212 213 8061

- Build the planned giving program with a focus on deferred gifts such as bequest expectancies.
- Direct the annual fund program, including mailings, social media campaigns and annual fundraising drives.
- Coordinate fundraising special events.
- Direct employee fundraising drives, including event specific funds, corporate volunteer matches and individual donor cultivation.

Design communication strategy: Work with the ED and communication team to create and carry out an annual communication plan:

- Determine annual communication plan considering fundraising campaigns, specific audiences, and fundraising goals.
- Determine best use of social and conventional media.
- Work with communications team to generate, update and maintain CFK's messaging for platforms, including the newsletter, annual report and social media.
- Manage cross-team collaboration to translate program data into compelling narratives of CFK's impact that can be shared across multiple channels.

Form and manage development and communication teams: Work with the ED and senior leadership team to form strong development and communication teams

- Identify and fill staffing needs for campaigns and ongoing development.
- Interview candidates and hire team members.
- Coach, train and retain top talent.
- Communicate fundraising goals and create systems of accountability.
- Create and maintain gift recognition programs and processes.

Drive organizational and Board development processes: Work with the ED to liaise with board and staff to reach fundraising goals

- Staff Board Fundraising Committee meetings and actively manage their work.
- Partner with event chairs to drive sponsorships and fundraising.
- Liaise with individual board members around their own fundraising goals; work to cultivate other leadership groups (Junior Board, Board of Advisors, etc).
- Maintain long-term relationships with existing donors.
- Identify and build relationships with new and prospective donors through Board networks and leads.
- Holding a fastidious eye for the detailed work associated with developing, cultivating and continuing the relationships with potential, past and current donors.

This job might be for you if:

- You have 5 years of experience in nonprofit development and at least 10 years of work experience. You dream of transforming changing organizations into successful ones, good ones into great ones, and you know how to actualize your aspirations.
- You are an enthusiastic leader capable of managing diverse teams to reach a common goal. Initiating and completing projects is right up your alley. You know how to make timely, effective and ethical decisions. You embody the entrepreneurial winning spirit. You're a self-

starter who crafts creative solutions and opens doors to new donor relationships. You are fearless.

- You actively and constantly listen to all constituents, focus especially on donor needs and know how to identify mutual benefits. You communicate excellently and compel audiences through writing and speaking.
- You are process driven. You like being in the weeds and can traverse the balcony view and the detailed view of all initiatives with fluidity and poise. You have the efficacy to be both process-driven and to drive the process with and for a team.

Qualifications

Bachelor's degree required; Masters preferred

Development/Fundraising/Sales: At least 5 years proven success in development/fundraising/sales, preferably for a nonprofit. Experience running campaigns and success fundraising from multiple donor channels.

Optimistic: Takes initiative and actively seeks to deepen current donor relationships and to forge new ones; gets others to accept ideas by using convincing arguments, creates a win-win situation and responds appropriately to key stakeholders. Fearless and Winning Spirit.

Resourceful: Experience in planning, leading, and managing development projects, including coordinating with peers to achieve desired outcomes, and tracking and reporting on progress to ED and Board of directors with few available resources. Skilled in creating powerful, compelling written and oral communications for fundraising. Ability to convey complex ideas through brief, simple materials. Experience and credibility when presenting materials to external audiences.

Collaborative: Effective at working with others to reach common goals and objectives.

Responsive: Skilled at establishing and cultivating strong relationships with peers, across different levels of the organization and externally.

Continually Improving: Responsive and open to feedback, looking to improve upon practice and methods in order to better achieve goals and represent Change for Kids.

Salary:

Salary commensurate with experience.

Benefits:

- Ask us about our Responsible Time Off Policy
- Summer Fridays
- A truly collaborative working culture
- Frequent laughter
- Employee engagement activities
- A celebration of hard work and hard play
- Health including dental & vision
- Commuter Benefits

To Apply:

Qualified applicants should send resume and cover letter to jobs@changeforkids.org. Please indicate "Senior Director of External Engagement" in the subject line. Your cover letter should include your **desired salary range** and answer the following question in a single paragraph:

From our digital footprint (website, social media, etc...) how would you sell the organization to a new potential funder or partner.

CFK is strongly committed to the principle of equal employment opportunity for all individuals. Consistent with CFK's commitment to equal employment opportunity, CFK's policy is to comply with all federal, state and local laws concerning employment discrimination. Accordingly, CFK will make all employment decisions for employees and applicants without unlawful discrimination on the basis of race, color, creed, religion, sex, national origin, ancestry, alienage or citizenship status, age, physical or mental disability or handicap, marital status, veteran status, sexual orientation, gender identity and expression, genetic information, arrest record or any other status protected by applicable federal, state and local laws.

