

## **NEW – Nontraditional Employment for Women Director of Development**

### **Organization Description**

Nontraditional Employment for Women (NEW) prepares, trains, and places women in careers in the skilled construction, utility, and maintenance trades, helping women achieve economic independence and a secure future. Founded in 1978, NEW is a sector-based workforce development program that focuses on placing women in skilled, unionized jobs in the trades with starting wages averaging \$17 per hour, benefits, and a path to higher-wage employment. NEW primarily serves low-income minority women from all five boroughs in New York City. NEW's program has grown significantly in the last five years; NEW trained 200 women in 2005 and 500 women in 2010. NEW's annual budget grew from \$1.5 million to \$3 million in the last five years.

### **Position Overview**

NEW is seeking a Director of Development to continue its fundraising growth. NEW has launched an individual giving campaign to expand NEW's individual giving in the next year. NEW's event program consists of one major annual fundraising event, and three to five cultivation events per year. NEW raises over \$500,000 at the major fundraising luncheon with over 700 people attending. The Director of Development is responsible for recommending and working with the President and Board to implement NEW's fundraising initiatives. The Director of Development reports to the President. The primary job responsibilities are described below.

#### **Planning and Implementing Individual Giving Program (25%)**

- Substantially increase individual and corporate giving base in the coming year through an Expanded Giving Program in partnership with the President, a Board committee, and campaign leadership
- Initiate and implement special event strategy to cultivate individuals and corporate donors
- Develop Individual Giving cultivation, solicitation, and stewardship plan
- Expand current direct mail and on-line giving campaigns
- Solicit gifts as appropriate

#### **Managing NEW's Annual Fundraising Event (25%)**

- Manage all fundraising associated with annual event, and leverage annual event fundraising efforts through post-event cultivation and outreach
- With Board, assist with creation and development of Event Committee
- Manage Event Committee
- Create and maintain event guest lists and solicitation lists
- Develop event invitation, journal, and on-line information
- Respond to all inquiries and requests about event
- Manage all event-related information and donations
- Manage logistics of event

#### **Managing Foundation, Corporate, and Government Grants Program (25%)**

- Work with President and Program staff to identify and pursue new funding opportunities
- With President, develop and prepare letters of intent, proposals, and budgets for new and existing funders and partners
- With President and Vice President Finance, prepare budgets for proposals

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- Manage and provide all necessary supporting information to funders and partners
- Prepare interim and final reports for funders as necessary
- Prepare and maintain grants calendar

Managing Development Operations (15%)

- Manage administrative staff and consultants
- Prepare all acknowledgements and correspondence for funders. Maintain accurate and timely records of all relationships, in electronic files, paper files, and in NEW's database
- Oversee the maintenance of donor database and financial reconciliation systems – both via hardcopy and software systems (Raiser's Edge)
- Work directly with Finance to ensure reconciliation of financial information
- Develop annual strategic development plan with Board
- Forecast projected revenue on a monthly basis
- Direct responsibility for the Board Development Committee

Overseeing Communications, Marketing and PR efforts (10%)

- Develop integrated PR program that includes comprehensive messaging effort across all print and web materials as well as external outreach initiatives
- Explore online fundraising programming
- Oversee the preparation of fundraising materials including annual reports, newsletters, pamphlets, and press packets, so as to effectively convey the agency's mission and goals. Work with appropriate staff and consultants to ensure that the agency website is attractive, contains appropriate graphics and accurate information, effectively conveys the agency's mission and goals, and utilizes up-to-date technology for fundraising purposes.

**Requirements**

The ideal candidate will be a self-motivated, innovative thinker with management experience. The candidate will possess the ability to take initiative, work independently, prioritize responsibilities and deadlines, and think creatively. The following qualifications and experience are required:

- Bachelors Degree
- Five years full time experience in fundraising and development work for a not-for-profit organization
- Must possess excellent communication, writing, and computer skills
- Must have knowledge of New York City philanthropic community
- Familiarity with workforce development, poverty, and women's issues funding sources a plus
- Experience with fundraising databases is required. NEW currently uses Raiser's Edge. Experience with Raiser's Edge is preferred.

Salary commensurate with background and experience. Full benefits package. NEW is an EEO Employer.

**To Apply**

Deadline is January 13, 2012. Please send a cover letter, resume, and references to: [jobs@new-nyc.org](mailto:jobs@new-nyc.org).