

Job Description

Position: Director of External Relations and Advancement

Reports to: Chief Strategy and Data Officer

Hours: Full Time

Brooklyn Community Services (BCS) was founded in 1866 and continues to help children and youth reach their full potential, strengthen families, and foster self-sufficiency in adults. Brooklyn Community Services is one of the oldest, not-for-profit, non-sectarian social service providers in New York City and one of the largest in Brooklyn.

Over the years, BCS has strengthened countless families at risk of separation; supported and stabilized people with psychiatric illnesses; helped adults with disabilities participate fully in the community; enabled people to move from welfare to work; and offered guidance, education and support to children and young adults. Through 40 programs, and over 400 staff, Brooklyn Community Services serves more than 20,000 people each year.

Position Summary

The Director of External Relations and Advancement is a key member of Brooklyn Community Services' leadership team and is responsible for providing fundraising, marketing, public relations, communications, volunteer engagement and community relations support for programs and services across over 30 BCS sites throughout the Brooklyn borough.

Responsibilities

- Oversee all fundraising functions for BCS, including major and individual donor cultivation, outreach strategies, and campaigns.
- Work to grow BCS' private donor base and increase revenues from private, corporate and institutional sources. Conceptualize and implement effective fund development strategies, including cultivating and developing fundraising proposals to grow support from corporations, foundations, individuals and government entities, and implement strategy to grow major gifts. Ensure prospecting, funder cultivation and timely submission of all philanthropic proposals and reports.
- Lead work on board fundraising cultivation and recruitment plans to ensure BCS is well represented and to raise significant funds. Serve as lead liaison and motivator to the Board External Relations and Advancement Committee. Strategize with Committee to leverage board resources and grow solicitation efforts.
- Lead BCS' marketing, branding and communication strategies to strengthen and increase BCS's visibility and impact in the communities served by BCS programs, at all levels of government, in the media and throughout the city at large. Manage consistent and effective communications to donors, prospects, volunteers and other stakeholders to promote and report on BCS's programs and activities. Design and implement effective press engagement events. Ensure that BCS develops and maintains relationships with key press contacts.
- Oversee design, content and approach for all donor and stakeholder materials, including invitations, newsletters, social media and website communications. Lead the design, development, editorial content,

branding and production of all marketing and public education materials, including programmatic and fundraising brochures, newsletters, signage, videos and annual reports. Conceptualize and implement year-end fundraising campaigns.

- Coordinate strategy, marketing and logistics to support all external events, including annual and recurring live fundraising events such as the Human Spirit Awards Gala, Fun Walk, and the GKCC Poker Event.
- Oversee the volunteer engagement program. Develop strategies to reach a broad range of individuals, community organizations and corporate programs, and to ensure that volunteers effectively support client service programs and are connected to fundraising events and campaigns.
- Oversee BCS's participation in the annual *New York Times* Neediest Cases Campaign, coordinating the development and submission of client stories, and working closely with the campaign's staff to ensure effective participation in annual kick-off and related events.
- Ensure effective management of all database systems to support BCS fundraising efforts. Ensure accuracy and completeness to strengthen record keeping and to fully support cultivation efforts by Board and Executive Staff. Leverage data for goal-setting, strategic decision making and to produce analytical reports
- Provide effective supervision for department staff, including an Events Manager, Director of Outreach and Volunteerism, Graphic Designer, Grant Writer, Communications Associate, Donor Associate, NYC Service Civic Corps fellows, and other key volunteers and consultants. Assess development and structure of department.
- Participate in BCS strategic planning. Monitor/ensure progress toward attainment of goals.

Qualifications Required:

- Bachelor's degree
- 10 years+ of development, communications and management experience in the nonprofit sector
- Strong track record of nonprofit fundraising from individuals and private and corporate sectors, including identifying and securing major gifts
- Deep knowledge of philanthropic landscape and networks
- Expert written and verbal communication skills, including storytelling and ability to present to diverse audiences
- Superior project management and leadership management of staff
- Demonstrated success in marketing major events and fundraising campaigns
- Strategic, self-motivated and ability to problem solve
- Experience working with database systems; proficiency in Raiser's Edge preferred
- Comfort with data metrics and use of reports to inform strategies and decision-making
- Proficiency in all Microsoft Office applications
- Commitment to the work of Brooklyn Community Services

How to apply:

[Click here to apply to the Director of External Relations and Advancement role](#)