



**Organization Overview:** Sheltering Arms strengthens the education, wellbeing, and development of high-need children, adults, and families across the New York metro area. We serve nearly 20,000 people a year from the South Bronx to Far Rockaway. Through compassion, innovation, and partnership, we respond to our community's greatest needs and enable individuals to reach the greatest heights of their potential. Joining our team is an opportunity to collaborate with hundreds of dedicated colleagues who represent diverse backgrounds and talents as we work together to make a measurable impact for our neighbors in need. Every role at Sheltering Arms brings with it new opportunities for advancement and development so that team members can achieve their professional goals while helping others reach for theirs.

The **Manager of Individual Giving and Campaigns** leads our fundraising, cultivation, and mobilization activities for individuals. As a member of the Development and Communications team, you'll be the lead strategy architect and agent for all activities related to individual and corporate donors and prospects

As **Manager of Individual Giving and Campaigns**, you'll work directly with the Chief Development Officer (CDO) and be responsible for managing and executing a comprehensive individual and corporate giving strategy as well as leading campaigns that build our base of supporters and our brand as a whole. This includes being the lead on our annual fundraising gala and engaging the relevant partners to make the event a success. You'll work closely with our entire External Affairs team in order to impact the overall trajectory of our fundraising, branding, and public awareness efforts.

### Job Description

The Development and Communications team at Sheltering Arms fuels the growth and impact of the organization through fundraising, branding, marketing, and volunteer management initiatives. We're a growing team with a strong belief in life-transforming results for our communities and an ongoing desire to innovate, improve, and enjoy the journey. You're a good fit for our team if you also believe in:

- Using the power of storytelling to inspire donor engagement
- Giving supporters a stake in the future of our organization
- The power of word of mouth and advocacy
- Strategic cultivation as a tool for long term success

### **Responsibilities**

*Donor cultivation and management:*

- Working with the Chief Development Officer, developing and implementing an individual and corporate giving strategy for the organization.
- Creating cultivation and stewardship plans for all priority prospects and donors.
- Oversee the execution of the annual gala, including sponsorship strategy, Board of Trustees engagement, and event operations.
- Ensuring pathways for growth by identifying prospects through research, discussions with existing donors, and strategic prospecting to find new supporters for our work.
- Partner with the External Affairs Associate to develop and lead our corporate relationships and young professionals committee.
- Serve as the lead relationship manager for select individual donors.
- Support and provide the tools to the CEO, CDO, and Board of Trustees in their solicitation and stewardship efforts.

#### *Campaigns:*

- Work with the Marketing Manager to create campaigns that generate short- and long-term revenue.
- Manage our existing individual giving campaigns (i.e. annual appeal, gala, holiday drive) and develop methods for increasing their output and efficiency.

#### **Qualifications:**

- Demonstrated success with revenue generating campaigns, which can range from traditional (i.e. annual appeals) to non-traditional (i.e. online crowdfunding). You need to have a proven ability to move donors through the lifecycle of prospect – cultivate – solicit – steward.
- Large-scale event management experience; including sponsorship and honoree cultivation, guest lists, ticket sales management, strategic programming, and overall day-of operations.
- Your skill set and personality traits closely align with those necessary for effective relationship management: organized, determined, and creative
- Proven knowledge of the New York philanthropic community
- Dedication and passion for social change, with a clear commitment to our mission of transforming lives for families and communities in need.
- Bachelor's degree required, Master's preferred, and at least five years of related experience in development.

**We are offering an exciting and rewarding opportunity, Excellent Benefits, Lucrative Vacation Weeks, Flexible Schedule and more.**

Sheltering Arms is an Equal Opportunity Employer

**TO APPLY:** <https://shelteringarmsny.org>





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### **We are offering an exciting and dynamic Marketing Manager Position**

The **Marketing Manager** leads our marketing, branding, and awareness-building efforts. As a member of the Development and Communications team, you will build a comprehensive marketing plan, collateral, digital media strategy, and manage our website. You will start new, exciting initiatives that accelerate our revenue, organizational growth, and sustainability and position Sheltering Arms as a thought leader. You will report to the Chief Development Officer and work closely with internal and external constituents.

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### **Responsibilities**

#### ***Campaigns and events***

- Work with the Development and Communications team to create campaigns, events and initiatives to assist our donor cultivation, advocacy, and stewardship efforts.
- Collaborate with the Manager of Individual Giving & Campaigns to guide the pre-, during-, and post- “experience” for all of our events, most notably for our annual gala event.
- Identify and shape compelling stories that will motivate stakeholders to take action to support Sheltering Arms.

### ***Digital and social media***

- Manage our website content and work alongside third parties, wherever appropriate, to create new content. Keep the website fresh and relevant.
- Develop and implement our social media strategy that tells the stories and impact of Sheltering Arms programs.

### ***Brand management and communications***

- Work with the Chief Development Officer to establish and share messaging for the entire organization for use by the executive team and other externally-facing constituents.
- Develop new marketing and communication templates and calendars to ensure ongoing communications with our supporters and prospects. Monitor ongoing brand implementation.
- Partner with the CDO to launch PR strategies that build awareness of Sheltering Arms’ impact and priorities.
- Serve as a Brand Ambassador for the organization by ensuring brand adoption across all constituents.

### ***Insights***

- Research and monitor the impact marketing, communications and campaigns.
- Research trends (and predict the future, wherever possible) among donors, corporations, communities, and the broader nonprofit landscape.

### **Qualifications:**

- Dedication and passion for social change, with a clear commitment to our mission of transforming lives for disenfranchised families and communities non-profit organizations that raise awareness and generate intent to act; sometimes the solutions are your own innovations, and sometimes you’re smart enough to reapply something that works
- Inspirational story teller who can blend emotions and numbers to get people to join your cause
- Demonstrated skill and success in managing complex projects, even when they include multiple stakeholders at the same time
- Keen knowledge of developing and implementing brand personality across multiple marketing touchpoints
- Ability to tap networks of pro bono marketing support is a plus
- Work experience in organizations that serve low-income communities is a plus

- Bachelor's degree and at least two years of related experience in marketing and communications

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