

Job Description: Associate Director of Development

About Young Audiences New York (YANY)

Founded in 1952, YANY continues to act as an explorer and trailblazer in arts education. We believe art can be a catalyst to create equity and opportunity for New York City's youth, their families, and communities. Our innovative programming expands from inside the classroom to the surrounding neighborhood, integrating artmaking with youth development and community engagement. Through creating and sharing art, children build important life skills, grow social networks, and affirm their belief in a positive future.

Position Summary

The Associate Director of Development will assist in executing and managing YANY's development efforts. This role requires a highly strategic and visionary person and will work directly with the Director of Development to plan, launch, and manage YANY's annual development plan. They will systematically and effectively strengthen the organization's overall fundraising capacity. The Associate Director of Development emphasizes growing the organization's individual donor and corporate portfolio with strong Salesforce skills and building and maintaining close relationships with key donors. This is a full-time, exempt position and reports to the Director of Development and Executive Director.

RESPONSIBILITIES:

1. Donor Relations & Communication:

- Create and maintain an individual donor database
- Maintain a personal portfolio of approximately 30-80 top donors and prospects to solicit and close major gifts
- Build and maintain critical relationships with key corporate sponsors and local organizations and partners
- Maintain in-depth knowledge of YANY program offerings and services to articulate needs and impact to donors
- Provide outstanding customer service and support to donors, volunteers, staff, and other community contacts
- Create and implement strategies for securing new and untapped individual donors

2. Fundraising Operations:

- Assist the Director of Development and communications team in a moves-management approach to individual and corporate giving
- Assist with the planning and implementing of annual fundraiser to deliver a superb donor experience and meet financial goals
- Assist in the planning and executing a variety of fundraising and friendraising events with the Director of Development
- Effectively leverage all YANY events as opportunities to identify, cultivate, and steward both new and existing donors

3. Communications and Marketing:

- In partnership with the Director of Development and marketing manager, ensure the development of effective internal and external communications strategies that advance YANY's mission
- Provide support and oversight of public relations/communications/media initiatives and marketing efforts to promote YANY's image for donor/sponsor cultivation, including managing Constant Contact for donor communication and social media to engage donors
- Establish a presence in the community to increase YANY's visibility as a funding opportunity for potential, current, and past donors, grantors, and sponsors

4. Data Management

- Assist the Director of Development in administrative and logistical tasks that support fundraising initiatives
- Monitor donor data, and ensure donor privacy
- Record and track donor data in Salesforce (i.e., demographics, gift history, campaigns, communication efforts) and generate reports to assist with ongoing analysis and identification of fundraising opportunities
- Produce timely acknowledgments to donors and funders while maintaining accurate donor records and mailing lists

5. Strategic Planning & Execution:

- Work with the Director of Development and Executive Director to support YANY's fundraising strategy and operations
- Lead, develop, and execute strategies for YANY's fundraising areas including special campaigns, individual giving, planned giving, and corporate sponsorships
- Serve as a close strategic advisor and partner to the Director of Development
- Create and manage clear success metrics with self-accountability to achieving those goals
- Work to foster a culture of continuous improvement, ensuring the highest level of internal and external services

Characteristics and Skills

- Skilled at connecting with individuals across all socio-economic, ethnic, cultural, and professional backgrounds in the community
- Demonstrable commitment to social and racial justice and the communities YANY serves
- A self-starter who demonstrates strong personal initiative and the ability to drive projects through to completion
- Ability to carefully study issues, identify trends, and formulate new ideas
- Comfortable with multi-tasking; able to work both independently and in teams
- Strong written and oral communication skills

- 3+ years of professional experience in nonprofit fundraising (full cycle) with proven results and achievements in campaign and donor development
- Bachelor's degree (preferred) or comparable work experience
- Knowledge of local and regional corporate and foundation communities
- Strong analytical skills and use of data to drive fundraising, partnership decisions, and forecasting
- A storyteller who can channel personal connection to YANY's mission
- Fluency in Microsoft Office Suite, Salesforce, and social media platforms

Salary is commensurate with experience. YANY offers a competitive benefits package including health insurance coverage (medical, dental, vision), generous paid time off, transit benefits, and 403b plan participation. Must pass pre-employment background check.

Young Audiences New York is an Equal Opportunity/Affirmative Action Employer. Disclaimer: The statements herein are intended to describe the general nature and level of work being performed by the employee in this position. These statements are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of a person in this position.

How to Apply:

YANY embraces diversity and seeks candidates who will contribute to a climate that supports students, teaching artists, and staff of all identities and backgrounds. We strongly encourage individuals from underrepresented and/or marginalized identities to apply. If you are interested, please submit your resume to employment@yany.org