**Assistant Director of Development**

Development and External Affairs Department

Family Services of Westchester

Port Chester, NY  
Full-time

Reporting to the Vice President of Development and External Affairs, the Assistant Director will develop strategies and programs to build an effective pipeline of potential donors. The successful candidate must have the ability to handle detailed work as well as possess strong organizational, management, written and interpersonal skills. S/he will oversee support staff and meet the core values of teamwork, integrity, accountability, and respect.

**Marketing/Communications Responsibilities:**

* Create, implement and measure the success of a marketing and communications program that enhances agency awareness and position in both the marketplace and general public
* Facilitate internal communication to ensure agency buy-in on initiatives
* Assists with prospect identification and prospect research including online research, preparation and management of individual and industry research reports.
* Ensure articulation of agency’s desired image and position in external publications
* Create engaging narratives that showcase the full breadth of the agency’s 50+ programs
* Keep informed of developments in the fields of marketing and communications, as well as specific program markets and use to position agency as thought leaders
* Manage photo collection and establish agency historical archives including collateral material files, boilerplates, photography, imagery, videos, and publications as well as press mention archive
* Produce external email newsletter
* Attend events at the direction of the VP of Development and External Affairs
* Assist in creating marketing pieces for internal and external use, including building internal marketing pieces to help FSW staff keep informed on all programs, agency and staff changes, and successes
* Manage, organize and update print and digital materials and ensure consistency in message and design for external communications
* Serve as the Junior Board Liaison

**Social Media Responsibilities:**

* Develop the voice, look and feel across all social media platforms that will support all programs
* Build and implement social media campaigns by developing purposeful, actionable social media content strategy and create monthly content calendars
* Manage day-to-day account activity by monitoring sites for engagement opportunities
* Monitor traditional news cycles and relevant top trending social media topics to effectively integrate agency message in appropriate online posts and conversations
* Develop relationships with relevant influencers in print and online
* Create engaging social media visuals across Facebook, Twitter, Instagram, and YouTube

**Event Responsibilities:**

* In collaboration with the VP, Development and External Affairs, independently leads planning and execution of a variety of events.
* Manages event planning needs including guest lists, RSVPs, and event collateral
* Oversee pre and post event production tasks needed during events
* Onsite management of all events
* Coordinate with programs to determine support needed on small scale events
* Bachelor’s degree
* Experience working in the development department of a non profit
* Excellent time management, organizational, written, verbal, interpersonal, and computer skills
* Strong ability to prioritize in a fast-paced office
* Strong skills in Microsoft Office and Wordpress
* Mastery of online marketing and good understanding of marketing opportunities
* Knowledge and experience in news, print media, and new media relations

***Preferred Qualifications***

* Familiarity with Adobe Creative Suite, specifically InDesign
* Working knowledge of Constant Contact and Donor Perfect Weblink

**About Family Services of Westchester**

Family Services of Westchester (FSW), Inc., founded in 1954, is a nonprofit organization dedicated to providing Westchester County with a broad range of social and mental health services that strengthen and support families, children, and individuals of every stage of the life cycle. Whether placing a child for adoption in a loving family, matching a youth in need with a Big Brother or Big Sister, providing clothing for the children of a formerly incarcerated mother, or offering support groups for veterans as they return home from deployment, FSW’s dedicated staff is there — from Yonkers to Mt. Kisco, from Sleepy Hollow to Port Chester — to meet these varying needs.

**Perks of the Job**

* One month vacation
* 401K
* Pension after 2 years of employment