

Westchester Children's Association (WCA) is an independent, non-partisan, nonprofit agency dedicated to improving the lives of Westchester's children by shaping policies and programs to meet their needs and keeping their well-being at the top of the public agenda.

We work to ensure Westchester's children are healthy, safe, and prepared for life's challenges, regardless of race or zip code. We are committed to social justice and equity.

WCA is seeking a candidate with a proven track record in fundraising and communication and making change happen.

Job Title: Director of External Affairs

Qualifications: Bachelor's degree and minimum 5 years leadership experience in fundraising. Experience in working with CRM platforms particularly knowledge of EveryAction.

Schedule: Full time, exempt, in-office, business hours, occasional evenings/weekends. Limited local travel occasionally required. *Currently hybrid between office and remote.

Reports to: Executive Director

Starting Salary: \$80,000 - \$90,000

Job Summary:

As the Director of External Affairs for Fundraising and Communications, you will play a crucial role in developing and executing strategies to effectively engage with external stakeholders, raise funds, and enhance our organization's public image. Your primary responsibility will be to lead fundraising initiatives, cultivate donor relationships, and oversee all aspects of communications to promote our mission and goals.

An ideal candidate for this position is a mission-oriented team player who enjoys working with a diverse group of people to advance the mission of WCA. This role requires the ability to work independently on numerous tasks and issues at one time and meet strict deadlines. Candidates who are interdisciplinary in nature will thrive in this position.

Key Responsibilities

Fundraising Strategy:

- Develop and implement comprehensive fundraising strategies, alongside Executive Director and Board, that are aligned with our mission and financial goals.
- Identify and target potential donors, sponsors, and funding opportunities, both individual and institutional, to secure financial support.
- Plan and execute fundraising campaigns, events, and initiatives to attract and retain donors.

Donor Cultivation:

- Establish and maintain relationships with existing donors, ensuring timely communication and stewardship to nurture ongoing support.
- Identify and engage with potential major donors, cultivating long-term partnerships.
- Create personalized donor acknowledgment and recognition programs to show appreciation for contributions.

Communications and Public Relations:

- Develop and oversee the organization's communication strategy with support from staff and consultants to enhance its public image and promote its activities effectively.
- Supervise the organization's website, social media channels, and other communication platforms.
- Create compelling content, including press releases, newsletters, and marketing materials, to engage stakeholders and the public.
- Ensure consistent branding and messaging across all communication channels.
- Collaborate with program teams to design and implement marketing campaigns that effectively communicate the organization's impact and achievements.

Community Engagement:

- Act as a representative of the organization, building relationships with community members, partners, and other stakeholders.
- Attend community events, conferences, and networking opportunities to promote the organization's mission and build a strong network of supporters.

Board and Reporting:

- Attend monthly board meetings and staff nominating and development committees.
- Support board involvement in resource development to identify, cultivate and secure giving opportunities.
- Provide regular reports on fundraising efforts, communication metrics, and progress toward goals to the Executive Director and Board of Directors.

Required Knowledge, Skills, and Abilities:

The ideal candidate will have a **proven track record** of successful and progressively responsible experience in nonprofit development and communication.

- Bachelor's degree in a related field; advanced degree preferred.
- Proven experience in fundraising and donor cultivation for a non-profit organization.
- Experience in working with EveryAction or a similar CRM platform.
- Ability to leverage information from CRM data to inform fundraising and communications strategies.
- Strong communication and interpersonal skills, with the ability to engage and inspire stakeholders at all levels.
- Demonstrated success in developing and executing fundraising strategies and campaigns.
- Experience in managing social media platforms, websites, and other communication channels.
- Excellent organizational skills with the ability to handle multiple priorities and meet deadlines.
- Passion for the organization's mission and dedication to making a positive impact in the community.
- Advanced proficiency with Microsoft Office required.

To Apply:

- Email resume and cover letter to wca@wca4kids.org and include "Director of External Affairs" in the subject line of your email. **No phone calls** please.

Westchester Children's Association is a diverse and inclusive organization. WCA maintains a policy of equal treatment to all employees and applicants for employment without regard to race, creed, color, national origin/nationality, ethnicity, ancestry, religion, sex, age, disability, marital status, sexual orientation, gender identity or expression, citizenship status, or any other characteristic protected by federal, state, or local law.