



## JOB DESCRIPTION

**Position:** Director of Mobilization  
**Reports to:** Chief Executive Officer  
**Last Updated:** July 2020

### ABOUT HFNY

Hope for New York (HFNY) mobilizes volunteer and financial resources to organizations serving the poor and marginalized in New York City. Our **vision** is a city in which individuals and communities experience spiritual, personal, social and economic well-being through the demonstration of Christ's love.

HFNY focuses on expanding and deepening partnerships with faith-based nonprofits in NYC (our affiliates) through financial support, volunteer mobilization, capacity building, and collaborative networks. These efforts resource and strengthen HFNY's affiliates with the goal that they are thriving and effective, as measured by incorporation of nonprofit best practices, so that the greatest number of the poor and marginalized in NYC can experience holistic flourishing.

### ABOUT THE ROLE

The Mobilization Team at HFNY is committed to mobilizing volunteers, donors and churches to give and serve generously towards our HFNY affiliates in order to further strengthen their work in our city. Our goal is to identify, cultivate and retain volunteer, donor and institutional relationships (churches, foundations and corporations). We primarily do this work through individual and institutional relationships. We define success and identify metrics to evaluate internally and communicate externally

HFNY is in a pivotal time of significant growth and seeks an energetic, self-motivated, results oriented, strategic, and highly relational individual to lead the Mobilization Team. The Director of Mobilization will 1) spearhead all generosity activities, setting HFNY's strategy to increase annual revenue and stakeholder engagement by 50% over the next 2 years through a comprehensive major gifts strategy, 2) develop and strengthen relationships with institutional partners (church partners, foundations, and corporations), 3) develop volunteer mobilization strategies and campaigns, and 4) provide leadership to the rest of the staff and board with the vision and resources needed to achieve goals. The Director is part of the HFNY Leadership Team and will help inform the overall strategic direction of the organization.

### PRIMARY RESPONSIBILITIES

#### Mobilization Strategy

- Work with CEO and Board to develop and lead innovative and comprehensive strategic annual fundraising plan that will enable HFNY to meet aggressive fundraising goals over the next three years
- Develop strategy and outcomes for all mobilization campaign appeals (volunteer and donor appeals)
- Widen and deepen our institutional partners - church partners, foundations, and corporations
- Work closely with communications to share mobilization opportunities in campaign and event-related marketing materials

#### Stakeholder Cultivation



- Cultivate prospective and current donors and other stakeholders on a continual basis to deepen commitment
- Cultivate portfolio of nearly 150 major donors along with the CEO and Board
- Develop strategy with CEO and Board to identify, cultivate, solicit, and steward new major and mid-level donors
- Develop and cultivate relationships with church partner, foundation, and corporation staff
- Create, implement, and monitor a fully articulated prospective stakeholder pipeline
- Oversee Mobilization Team focused on mobilizing churches, volunteers and donors

#### Management and Supervision

- Participate in regular Leadership Team meetings and provide leadership throughout organization
- Oversee and manage the Mobilization Team focused on mobilizing churches, volunteers and donors

#### **KEY JOB RELATIONSHIPS**

- Chief Executive Officer: Meet weekly to provide status reports on donor impact, ongoing support
- Board of Directors: Meet quarterly to provide guidance on major donor relationships
- Mobilization Team: meet weekly to provide strategy and direction
- Major Donors: Cultivate and manage major donor relationships alongside CEO
- Institutions: Foundations, Corporations and Churches

#### **JOB QUALIFICATIONS**

- Demonstrated commitment of serving the poor and marginalized
- Understanding of biblical stewardship and generosity
- 10+ years of professional experience required, prior donor relations and management of teams experience preferred
- Results driven and outcomes focused individual
- Proven ability to build strong relationships with a variety of internal and external stakeholders
- Proven ability to reach aggressive fundraising goals for a growing organization
- Self-starter, quick learner; able to work independently, thrives under pressure and takes on difficult challenges in a fast-paced setting; ability to meet deadlines
- Ability to develop organization-wide fund development strategic plans with proven tactics
- Experience analyzing and reporting on fund development campaigns and activities
- Superb communication skills (oral and written); Effectively represent HFNY externally
- Resourceful and strategic problem-solving ability; takes initiative with solutions
- Strong project management skills; ability to take an idea from concept to completion
- High level of professionalism, maturity and integrity; maintaining tact, discretion and diplomacy with internal and external stakeholders
- Flexible and adaptable; open to feedback and improvement with positive and humble attitude
- Experience with Salesforce, email marketing, social media channels strongly preferred
- Bachelor's degree required, advanced degree preferred

#### **OUR CORE VALUES**

- **Collaboration** - We work better when we work together. We encourage teamwork, we share goals, and we learn from each other.



- **Excellence** - We are entrusted to do important work so we strive to do our best. We are stewards of the gifts, talents, and resources we have as individuals and as an organization.
- **Growth** - Everyone on our team has been given unique gifts and talents to offer. We are committed to providing opportunities to learn and grow so we can flourish.
- **Passion** - We have Kingdom ambition to catalyze Kingdom renewal. We set big goals because we want to make the biggest impact we can for the poor & marginalized in NYC.
- **Respect** - We share our ideas and listen to the ideas of others. We communicate with humility, candor, respect, and encouragement.
- **Joy** - We nurture a community where there is meaningful work, celebration, appreciation and recognition.

#### **DISCLAIMER**

The preceding job description has been designed to describe the general nature and level of work performed by employee within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of the employee(s) assigned to this job. Other duties may be added, or this job description amended at any time.

To perform this job successfully, an individual must be able to perform the principal duties satisfactorily. Reasonable accommodations may be made to enable otherwise qualified individuals with disabilities to perform the principal duties of the job, except where to do so would cause an undue hardship on Hope for New York's business operations.

Employment at Hope for New York is at-will, which means that either the employee or Hope for New York can terminate the employment relationship at any time, for any reason, with or without cause or notice. Nothing in this Job Description should be construed to diminish the at-will employment relationship in any manner.