



# FRIENDS OF WHEELS

**MAKING COLLEGE GRADUATION A REALITY**

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**Position:** Development Director

**Start Date:** September 2021

**To Apply:** Send resume and cover letter to [fow@wheelsnyc.org](mailto:fow@wheelsnyc.org)

Working closely with the Executive Director and the Board of Directors, the Director of Development will provide strategic leadership and successful execution of the organization's fundraising strategy.

## **ABOUT THE ORGANIZATION**

Friends of WHEELS is an educational organization with the mission of amplifying youth and community power by inspiring, guiding and advocating for students to achieve their college and career goals. We bring this mission to life through an integrated set of programs for 850 students and alumni from Washington Heights Expeditionary Learning School (WHEELS, a district PreK-12 school in Washington Heights) to help them get into college, thrive once there, and graduate into a career. Our students are 90% first-generation college-goers, 95% Latinx, and 90% qualifying for free or reduced price lunch. We also lead youth leadership programming, including the Clean Air Green Corridor, a Black and Brown youth-led community initiative rooted in Washington Heights reimagining possibilities for all public space. The Corridor trains youth to advocate for increased access to beautiful and healthy places to live, learn, work, and play. FOW is refining its work and model at WHEELS, while we prepare to expand to additional NYC schools. To learn more, please visit [Friends of WHEELS](#).

**Overview of Position:** Friends of WHEELS (FOW) seeks an experienced professional with strong fundraising and relationship management skills, and a track record of excellence, and a desire to make an impact through a whole school model of supercharging youth leadership, college and career futures. Reporting to the Executive Director (ED), the DoD will be a proactive, hands-on strategic thinker and doer who will own, in close partnership with the Executive Director, responsible for the organization's fundraising, including, short term and long-term fundraising strategies for one year and multi-year fundraising efforts from public, private, and, in the future, fee-for-service revenue sources for a current budget of just under \$1 million which is anticipated to dramatically grow in coming years. The DoD will manage and if successful, help to grow the development team currently comprised of the ED, a Grant Writer consultant, a Volunteer Coordinator and a Communications Consultant, with support from the Board of Directors.

The ideal candidate will be an effective communicator, relationship-builder, and problem-solver with a commitment to racial, economic, and environmental justice and passion for

resourcing the work, who thrives in a dynamic and fast-paced environment. FOW has recently completed its first ever strategic plan, is rebranding and is in the midst of major organizational growth to that we have greater impact at the Washington Heights Expeditionary Learning School (WHEELS) and prepare to grow our model to other schools. We have garnered significant accolades as an innovative organization well positioned to expand our impact and reach. This is an opportunity to join an organization with a proven track record, strong growth potential, and a positive organizational culture for personal growth and collective impact as a critical part of a high-energy team.

**Primary responsibilities:**

- Partner with Executive Director to lead development strategy, adoption and monitoring of annual fundraising plans, working with the Board Development Committee, Board Executive Committee, and fundraising staff to secure annual and multi-year revenue targets.
- Oversee fundraising campaigns, events, and initiatives.
- Track revenue targets by type, and monitor results to drive performance, and identify, explain, and correct variances as appropriate.
- Develop, monitor, analyze, systems for individual and institutional funding sources.
- Collaborate with program and finance staff to align on grant proposal outcomes and reporting.
- Supervise development and external communications staff.
- Manage overarching communications strategy and new brand identity strategy in collaboration with the ED and key consultants and board members.
- Manage the organization's website and social media platform with consultants and staff support.
- Spearhead the implementation, operation, maintenance, and continued improvement of software platforms to support fundraising activities.
- Provide leadership in strengthening internal communication regarding fundraising with staff across the organization and promote a positive and supportive work environment.
- Engage stakeholders from across the organization in fundraising efforts focused on asset-based perspective lifting voices of youth, alumni, and FOW stakeholders to message the mission, vision, and values of FOW.
- Collaborate with ED and design firm consultant partners to manage the organizational rebrand set for this fall and to take one year+ to implement.

**Qualifications:**

- Passion for FOW's mission and commitment to racial, economic, environmental and social justice
- Minimum of bachelor's degree with 5+ years of experience in fundraising, communications, and/or non-profit programming related to frontline communities, college access, youth development, environment, or workforce training.

- Excellent written and verbal communication skills
- Experience working with HNWI preferred
- Proficiency in excel and spreadsheet design
- Extensive CRM experience

*People of color, people with disabilities, veterans and LGBTQ candidates are strongly encouraged to apply. Friends of WHEELS is committed to a diverse workplace, and to supporting our staff with ongoing career development opportunities. Friends of WHEELS is an equal opportunity employer and does not discriminate in its employment decisions, in accordance with state and federal law.*