



Individual Giving and Communications Coordinator Position Announcement

Employee Type: Full-Time

Position: 35hrs/week

Title: Individual Giving and Communications Coordinator

Status: Non-exempt

Brooklyn Workforce Innovations (BWI, www.bwiny.org) – is a non-profit, Brooklyn-based workforce development organization that changes the lives of over 900 jobless New Yorkers each year by offering them the skills and support they need to launch lasting careers. BWI’s eight skills training programs are nationally renowned for being among the most effective poverty-fighting solutions for adults with barriers to employment. We provide free training and job readiness, followed by at least two years of job placement and career-advancement support. BWI helps individuals begin careers in commercial driving, voice and data cable installation, TV and film production and post production, and skilled woodworking, among other local sectors.

Responsibilities:

The Institutional Giving Manager will be a part of a small team of dedicated staff who together raise the organization’s approximately \$6M annual budget and work to continually improve and lift up BWI’s work. Specifically, the Coordinator will work to grow BWI’s individual gifts program through research, cultivation, solicitation appeals and events, and donor stewardship. Additionally, this team member will lead BWI’s outreach and communications strategies, managing social media pages and website, crafting emails, and supporting video production work. Ultimately, the Coordinator’s role will be to successfully understand and communicate the work BWI does to donors and the general public. They will report to the Director of Fundraising and Evaluation.

A successful Individual Giving and Communications Coordinator will be familiar with best practices related to donor engagement and be driven to use data to inform strategy. They are comfortable in a fast-paced environment, would be described as a self-starter, and will be highly effective working individually and in collaboration with colleagues (within the team that includes the Executive Director, within the broader organization, and with outside partners).

Specific duties will include:

- Conceptualizing and managing BWI’s fundraising campaigns, ensuring that BWI is reaching the right people with the strongest messages on the most relevant platforms, with the goal of increasing individual donor revenue.
- Updating, maintaining, and generating reports from BWI’s donor database (Raiser’s Edge) to help drive strategy.
- Leading BWI’s special event planning and execution; drawing upon superior project management skills, close attention to detail, and creativity.
- Developing copy and content for communications campaigns in order to share BWI’s mission, programs and impact across a variety of platforms and media, including the website, email, our Annual Report, brochures, fact sheets, and other marketing materials.
- Managing BWI’s social media accounts with the goal of increasing audience, engagement, and brand awareness.
- Perform basic office duties such as invoice processing and thorough archiving of all individual donor and communications materials.
- Support and manage other projects with the Fundraising and Evaluation team, as needed.

Qualifications:

- Strong commitment to BWI’s mission and desire to do work with a measurable impact
- Excellent writer and verbal communicator.
- Experience in fundraising and/or communications, including proposal writing, prospect research, or database management required.
- In-depth knowledge of best practices for social media marketing.
- Highly organized, thorough, strong attention to detail, and motivated.

- Excellent data management and computer skills (Windows, Word, Excel, database & internet applications), and an eagerness to learn new technologies to solve workflow or communications challenges.
- Ability to multi-task and exercise excellent judgment.
- Friendly, professional demeanor. Equally comfortable speaking with a BWI program graduate and a major donor.
- Demonstrated ability to work well independently in a fast-paced environment.
- Bachelor's degree required.
- Flexibility to work some evenings and/or weekends.

Compensation & Benefits: \$50-55K, commensurate with experience. BWI offers a comprehensive benefits package including health and dental insurance (following a three-month period), employer retirement plan, life insurance, employee retirement savings plan, flexible spending and 11 paid holidays.

BWI maintains a fun and inclusive office culture, welcomes casual attire, and offers flexibility in work schedules. BWI staff also value the impact they are making on the lives of hundreds of New Yorkers each year.

To Apply: No phone calls, please. Email cover letter, resume, and salary requirement to Shawn Hegele, Director of Fundraising and Evaluation, SHegele@bwiny.org. Please include "Individual Giving and Communications Coordinator" in the email title.

Only applications with a cover letter, resume and salary requirement will be considered.