

Senior Director of Strategy and Growth

Overview

Youth Communication (YC) is seeking a Senior Director of Strategy and Growth.

YC elevates the power of youth voices to improve the lives of underserved youth in New York City and beyond. We do this by providing powerful, teen-written stories and professional development that helps educators and youth workers connect with teens and build their social, emotional and literacy skills. Our professional development and curricula are based on true stories written by teens in YC's intensive writing program. These stories make YC's professional development programs and services exceptionally engaging. We are a small team with an audacious vision: all young people, especially those who are disengaged, will feel a deep sense of belonging in their communities and develop the social and emotional skills to thrive in school and in life.

The organization is renewing its strategic plan to focus on providing story-based professional development to educators. We are poised to grow our professional services model, which is centered on the stories cultivated in our writing program. We are also undergoing a leadership transition. Deputy Director Betsy Cohen is assuming the Executive Director role from Keith Hefner, who founded the organization 40 years ago.

The Senior Director of Strategy and Growth, filling a newly-created position, will provide vital strategic leadership as we build a philanthropic and business development operation to support program growth.

What We're Looking For

Youth Communication is seeking an experienced, enthusiastic professional to advocate for our unique story-based approach to a variety of stakeholders, and develop the resources required to achieve our goals. The ideal candidate will have excellent organizational, managerial, execution, and communication skills to broaden and deepen YC's base of support. YC has a base of longstanding supporters and a stream of earned income from professional services. However, we envision growth well beyond our current state. Leading that growth will take vision and drive, and a passion for promoting youth voices.

The Senior Director for Strategy and Growth will report to and work closely with the Executive Director. They will help manage the Board of Directors; design and implement Youth Communication's fundraising strategy; manage external relations staff; and build a sustainable philanthropy and business development team over time. That will require excellent leadership skills.

Youth Communication currently has a \$1.5M+ operating budget, with 80% funded through philanthropic support and 20% through earned income from our PD services. By 2024, we aim to have grown to a \$2.3M budget, with a closer balance of earned income and philanthropic support.

Responsibilities

The Senior Director of Strategy and Growth has duties in two main areas: strategic leadership and fundraising leadership.

Strategic Leadership

- Serve as a member of Youth Communication’s senior leadership team, charged with overseeing strategic planning and implementation, organizational operations, and financial oversight.
- Lead implementation of Youth Communication’s new 5-year strategic plan, building systems, infrastructure, talent and funder pipelines to ensure successful growth.
- Act as a thought-partner to the Executive Director in meeting all strategic growth goals and revenue generation activities.
- Board Management:
 - Develop and maintain excellent working relationships with board members.
 - Activate and manage board committee structures to deepen engagement and leadership roles for directors.
 - Recruit new members, manage transitions of long-time board members cycling off.
- Team Leadership
 - Manage marketing director and external relations and operations manager.
 - Build a revenue team over the next 2 years that supports the organization's fund development and revenue generation strategy.

Fundraising Leadership

- Support and partner with the Executive Director and Board on all major fundraising activities. Work with ED to create the annual fundraising plan and strategy to meet growth goals.
- Develop and strengthen ongoing relationships with existing major donors and grant funders.
- Supervise communications with individual, foundation, corporate, and government funders, ensuring that they are timely, accurate, and supportive of positive ongoing partnerships.
- Strengthen Youth Communication’s individual giving program and cultivate a pipeline of individual donors.
- Oversee and support proposal writing and reporting for institutional funders.

- Partner with the ED to support sales activities and align sales and philanthropic initiatives as needed.
- Support Youth Communication team to ensure the success of the 2020 campaign to honor Executive Director Keith Hefner and build an Innovation Fund to support the new 5-year strategic plan.

Qualifications

- Seven to 10 years of executive management, fundraising, and/or sales experience in a non-profit organization.
- Demonstrated experience obtaining funding from foundations and individuals.
- Strong leadership, analytical, decision making, interpersonal, planning, and organizational skills.
- Exceptional people, resource and time management skills with ability to effectively manage up, down and sideways.
- Ability to persuade people and institutions to support Youth Communication's mission, goals and ethos via presentations and public speaking opportunities.
- Outstanding oral and strong written communication skills.
- Highly organized with superb attention to detail and strong project management skills.
- Passionate about YC's mission to elevate the power of youth voice to improve the lives of underserved youth in New York City and beyond. Able to communicate that passion to foundations, individuals, schools, city agency leaders, etc.
- Comfortable with software systems for managing people, projects, and revenue-generation activities. (In addition to Microsoft and Google suites, Youth Communication currently uses Smartsheet for project management; FileMaker Pro for contact tracking; and PipeDrive for sales and fundraising tracking. We may switch to Salesforce or another unified CMS in the near future.)
- Bachelor's degree or the equivalent in education and experience; master's degree preferred.

How to Apply

Please email a cover letter and resume to careers@youthcomm.org. People of color are strongly encouraged to apply. Candidates will be contacted for interviews on a rolling basis. Please no phone calls. We are unable to respond to all applications.

Youth Communication is an equal opportunity employer committed to inclusive hiring and dedicated to diversity in its work and staff. YC's Equal Employment Opportunity and Affirmative Action related policies are available upon request.

For more information, please reference our [hiring process](#) and [commitment to diversity](#).