



## Senior Manager of Individual Giving Job Description

**About Red Hook Initiative:** Red Hook Initiative (RHI) is a community-based nonprofit working to improve the lives of the more than 6,500 residents of Red Hook Houses, Brooklyn's largest public housing complex. RHI believes that the social change to overcome systemic inequities begins with empowered youth, and that change in communities should come from within. In partnership with community adults, we nurture young people in Red Hook to be inspired, resilient, and healthy, and to envision themselves as co-creators of their lives, community, and society.

Youth development, community building, and community hiring are at the core of the approach to strengthening Red Hook's future. RHI's model gives young people and residents the tools, resources, and opportunities they need to interrupt the systems and barriers that perpetuate historic inequities for the community. Residents lead the way toward a more equitable, hopeful future. Over our nearly 20-year history, RHI's model and dedicated team have been nationally recognized for our innovative, place-based approach to social change.

**Position Summary:** The Senior Manager of Individual Giving is a key member of Red Hook Initiative's (RHI) Development team. This position oversees RHI's individual giving campaigns and special events calendar contributing to an annual organizational budget of \$4.5M. The Senior Manager will develop and implement strategies to build upon a strong base of support and increase RHI's individual giving and gala revenue by 20% over the next two years. In addition to overseeing RHI's annual campaign and event goals, the Senior Manager is responsible for supporting the Board of Directors and Associate Board to reach their annual fundraising targets.

## **Responsibilities**

The responsibilities of the Senior Manager include but are not limited to:

### Individual Donor Management:

- Develop and oversee an annual individual giving strategy to meet revenue goals, including key fundraising campaigns, cultivation opportunities, special events, and communications.
- Conceptualize and produce two major annual appeals, drawing upon creative and dynamic giving opportunities including direct mail, digital communications, social media, and text-to-donate.
- Manage calendar of individual donor communications and draft frequent, compelling messages for a range of audiences.
- Utilize Salesforce to track quarterly progress to goals, produce reports for leadership and board members, and record detailed notes on donor correspondence and tasks.
- Prepare and coach the Leadership Team and Board of Directors in advance of key donor meetings.
- Develop annual revenue projections for individual donors at every level of gift capacity.

### Special Events:

- Produce RHI's signature annual gala, Taste of Red Hook, to raise at least 10% of the agency's annual operating budget from a combination of sponsors, individual donors, ticket sales, and auction proceeds.
- Work closely with key contributors from RHI's Fundraising Committee and Development team to set and achieve event targets.
- Develop and implement a suite of special events including an annual Thank You Breakfast, Summer Jobs Drive, visit weeks, and occasional receptions.
- Develop event budgets, work plans, supervise event consultants, and manage vendor relationships.

### Board Management:

- Generate monthly progress-to-goal updates for Board members.
- Work closely with Board members to set and achieve their annual goals.

- Oversee RHI's Associate Board to cultivate a board pipeline and engage emerging leaders across multiple sectors.
- Develop training opportunities for Board members to learn about fundraising.
- Support with preparation for Fundraising Committee meetings and other ad-hoc board meetings related to fundraising.

**Experience and qualifications:**

- 4-5 years of relevant development and event experience
- Detail-oriented, excellent organization, multi-tasking, and project management skills
- Highly motivated with ability to thrive in a fast-paced environment
- Proactive with ability to work independently and problem-solve
- Open to flexible hours for development events, including occasional evenings
- Strong written and verbal abilities
- Strong alignment with RHI's mission
- Adaptable, flexible, and good sense of humor, and ability to work with a wide variety of people and backgrounds
- Experience with Salesforce or similar development database
- Red Hook resident or connection to the Red Hook community preferred
- High school diploma or HSE required; college degree preferred

**Reports to:** Director of Development

**Direct Report(s):** Seasonal interns & part-time staff

**Compensation:** This role begins at \$70,000

**Status:** Full time, benefits eligible

**To apply, please send a resume and cover letter in one pdf to [apply@rhicenter.org](mailto:apply@rhicenter.org) with "Senior Manager of Individual Giving" in the subject line.**