



# Encore Community Services

*“Broadway’s Longest running Act of Loving Care”*

**Job Title:** Director of Development, Marketing and Communications  
**Supervisor:** Executive Director  
**Job Status:** Full Time  
**Job Hours:** 35 hours per week  
**Compensation:** Commensurate with experience

## **About Encore**

For over 40 years, Encore Community Services has provided care and services to the elderly of the Clinton, Times Square, Chelsea, and West Midtown communities, so that they may live with dignity and decency in a safe and caring environment. Encore provides a comprehensive array of services for older New Yorkers including supportive and affordable housing, home delivered and sit down meals, case assistance, education, recreation, and friendly visiting. “By nurturing, respecting and empowering, Encore hopes to improve the quality of an older person’s life, in an approach that emanates from the core of Encore’s commitment: a belief that what we do comes from the heart, and the heart is the center of it all.”

Encore’s staff members ensure and demonstrate through their actions, the promotion of fundamental rights and protections for all the people they serve. This includes the practice of always treating people with dignity and respect. It also includes providing, to the best of their ability, support services that give people the opportunities to improve their health, wellbeing, and a sense of security, using natural supports, positive relationships and opportunities for integration in the community and between generations.

## **Our Services**

### *Services for Homebound Seniors*

Encore’s Home Delivered Meals Program is responsible for the delivery of over 1,200 meals a day (over 350,000 meals a year) to eligible homebound seniors throughout the West side of Manhattan. Encore also offers Friendly Visiting and Shop and Escort Services for Homebound Seniors who are frail, isolated, and generally unable to leave their homes.

### *Social Services at Encore’s Senior Center*

Located right in the heart of New York City’s Theater District, the Encore Senior Center serves up to 80,000 home-cooked sit-down meals every year to over 1,800 seniors and offers a variety of programs including: Education and Recreation, Health Promotion, Information, Case Assistance, and Entitlement Support.

### *Supportive Housing for Formerly Homeless Older Adults*

The Encore 49 Residence is a model for supportive housing for formerly homeless elderly and those with a history of mental illness. With a staff of social workers on site, Encore 49 residents are provided supportive and clinical services that help them lead safe and independent lives.

### *Affordable Housing for Older Adults*

In order to address increased needs for affordable senior housing, “Encore West” provides very low income seniors with fully equipped apartments, a library, laundry and kitchen facilities, a community room and a spacious garden, making it a true and comfortable home for the close to 100 seniors who live there.



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## **About Position**

This is an opportunity for an experienced and passionate fundraising professional to help deepen and grow Encore’s impact on older New Yorkers. The Director is responsible for the oversight and implementation of Encore’s entire fundraising and marketing strategy. This highly skilled individual must be up to date on the latest industry trends in nonprofit fundraising and brand awareness. The Director collaborates with the Executive Director to create a fundraising plan to support the strategic direction of the organization, and works closely with the Board of Directors, Development and Marketing Team staff, and other Encore staff members to achieve year over year growth in revenue.

## **Job Responsibilities:**

### **Supervision, Management and Administration**

- Supervise the Development and Marketing Team staff which may include a Development Associate/Grant Writer, a Marketing and Communications Manager, and independent consultants as necessary and budget allows;
- Develop and manage timelines for various fundraising activities to ensure critical fundraising processes and goals are carried out in a timely manner;
- Manage the department’s budget including the budget for fundraising activities;
- Work closely with the Director of Finance and Chief Operating Officer to develop and manage Encore’s annual operating budget;
- Oversee the administration of the donor/partner/stakeholder CRM system and its functions.

### **Event Planning**

- Oversee the planning and execution of fundraising events throughout the year, including Encore’s annual Heart to Heart Benefit (Gala) and other seasonal events;
- Establish new and creative fundraising events and community partnerships;
- Maintain a keen awareness of local opportunities and translate those opportunities into collaborative fundraising events with community partners;
- Lead solicitation of sponsorships, raffle items, journal ads, and other activities which drive event revenue;
- Recruit event co-chairs and honorees and cultivate event committee members;
- Manage all logistics and collateral related to events such as printed materials, guest lists and invitations, seating assignments, solicitation letters, sponsorship materials, journal booklet, auction booklet, raffle cards.

### **Donor Cultivation and Major Gifts**

- Develop and maintain a portfolio of donors including individuals, foundations and corporations;
- Work with the Executive Director and Board Members to design and implement strategies for the cultivation and solicitation of major and planned gifts;
- Identify and articulate the various gift opportunities for our donors and be successful at closing gifts;
- Establish and maintain on-going donor and prospect relationships by phone, written communication and personal contact and conduct face-to-face meetings with recurring or new donor prospects on a regular basis;
- Introduce the Executive Director to new donor prospects and support the Executive Director in preparing for donor meetings;
- Implement Encore’s annual holiday fundraising appeal, and oversee the Marketing and Graphic Design team to ensure that holiday and other special appeals reach both wide and targeted audiences.



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## **Grant Prospecting, Grant Writing, and Program Development**

- Develop and implement the process for responding to and completion of private Requests for Proposals (RFPs); including the facilitation of program design meetings which require the input from a variety of stakeholders;
- File all necessary reports, before and after grants are awarded as required by foundations and corporations;
- Research potential new funding opportunities and maintain appropriate records relating to all foundation and corporate funders.

## **Marketing and Public Relations**

- Oversee the management of Encore’s brand identity and ensure that all communications are on-brand;
- Ensure Encore’s brand is well known and widely respected across New York City and throughout all relevant public and private sectors;
- Develop and oversee a public relations plan that increases awareness of Encore’s brand, programs, and services;
- Oversee the launch of Encore’s new website and ensure subsequent ongoing website management;
- Conduct market research and use relevant stakeholder information to continuously inform Encore’s marketing and communications strategy;
- Oversee and manage the development and dissemination of all online content for Encore Community Services, including, but not limited to, website and all social media platforms;
- Oversee and manage the creation and dissemination of all print materials, including, but not limited to, mailed newsletters and annual reports.

## **Government Funding**

- Ensure Encore maintains good standing on all city, state, and federal grant making platforms (such as HHS Accelerator and Grants Gateway);
- Construct government grant applications in a manner that allows Encore to maximize and leverage the use of privately raised funds;
- Support program and finance staff to ensure timely submission of all government vouchers and grant reports;
- Lead Encore’s strategy for accessing local discretionary funds and file applications for funding from Council Members, the Manhattan Borough President, and other local and State officials;
- Manage all renewal applications for government contractual RFPs.

## **Other**

- Lead fundraising campaigns for special projects such as one-time program enhancements; and capital campaigns for property maintenance and upgrades;
- Spend time engaging with Encore Staff Members and participate in Encore programs and services in order to have a deep firsthand understanding of how the organization fulfills its mission;
- Other responsibilities as assigned by the Executive Director.



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## Qualifications:

- Above all else, a passion for the mission of improving the quality of life for older adults;
- Bachelor’s degree required; Master’s degree preferred;
- 10 years of experience in fundraising with progressive leadership responsibilities, preferred;
- Demonstrated experience creating individually tailored pitches and informative, visually appealing decks and other collateral;
- Demonstrated success in setting and achieving ambitious fundraising goals;
- Demonstrated expertise in a variety of fundraising, marketing, and constituent relationship management platforms such as, Donor Perfect, Constant Contact or related software, and all relevant social media platforms;
- Expertise in Microsoft Office suite, PowerPoint and editing tools;
- A demonstrated or proven track record in securing /obtaining grants.

## Skills:

- Excellent written and oral presentation skills;
- Comfort communicating with people at all levels, from CEOs and board members to the constituents we serve;
- Ability to function well in a fast-paced, dynamic environment with competing priorities;
- Solid understanding of brand management and the creation and maintenance of a consistent organizational voice;
- Great sense of humor, required.

## Why Should you apply?

- Harness your development and marketing expertise to help lead a well-respected nonprofit organization in achieving its mission to improve the quality of life for Older New Yorkers
- Salary is competitive and commensurate with experience
- 403(b) thrift match available after the first year of Employment

**How to apply:** email **Resume** and **Cover Letter** to [jobs@encorecommunityservices.org](mailto:jobs@encorecommunityservices.org)

In the subject line, please indicate **“Director of Development”**

*Due to the high volume of applicants, only qualified candidates will be contacted.*

*Encore Community Services offers excellent benefits and is an Equal Opportunity Employer/Program*