

## **Director, Development and External Affairs**

From its activist beginnings as an underground needle exchange, New York Harm Reduction Educators (NYHRE) is now New York's largest syringe exchange program, serving over 5,000 low-income drug users and street-based sex workers each year in the Bronx and East Harlem using a unique street-side, low-threshold model. Services are also offered at two storefront offices, one in the South Bronx and one in East Harlem.

NYHRE encourages a collaborative environment where staff are expected to be proactive in their work and encouraged to actively participate in the improvement of service delivery and the development of programs.

### **Position Summary:**

NYHRE is seeking a full-time Director of Development and External Affairs to join the senior management team (SMT) and implement a comprehensive development and communications strategy and lead the organization's efforts to diversify its funding sources and raise visibility. Because effective fundraising requires a strong communications plan, this new position will also work to increase positive public perceptions of harm-reduction and expand NYHRE's reach by incorporating new marketing and communication strategies (press outreach as well as new and social media strategies).

### **Responsibilities:**

#### Development

- Identify funding opportunities and write grant proposals and reports, as well as manage relationships with, public (federal, state, and local), corporate and private foundations, with an emphasis on expanding private funding.
- Design and implement an individual major gift and membership program. This includes prospecting, cultivating and sustaining individual donors.
- Provide fundraising reports to the board and help institutionalize a fundraising culture for the organization.
- Track trends in the harm-reduction arena and stay attuned to the current socio-political environment and fundraising climate.
- Work with the Director of Quality Assurance and Evaluation and the SMT to identify and institute evaluation criteria that can support fundraising efforts.
- Identify opportunities to frame and re-frame existing programming to position NYHRE to secure funding from new and unlikely sources.

#### Marketing and Communications

- Oversee and manage branding, develop marketing materials, and work with program staff and participants to design education materials and strategize on distribution ensuring ongoing communication with stakeholders.
- Identify opportunities to maximize and increase the visibility of NYHRE's staff expertise (abstract submission, presentation opportunities, expert testimony, etc.)
- Write and submit op-eds and press releases, develop new relationships with local and national press to position NYHRE as a leader both in New York state, as well as nationally.
- Expand NYHRE's on-line presence and incorporate new media and social networking strategies.
- Leverage NYHRE as a leader in harm-reduction strategies and one of the largest needle exchange programs in New York state to bring national attention to the need for harm-reduction, to challenge perceptions of drug users, and position NYHRE and its partners to push for and achieve social and political change.

## External Relations

- In conjunction with the SMT, act as a spokesperson for NYHRE - attending events, conferences, and other networking opportunities to represent NYHRE in the larger community. Assist other staff members in doing the same.
- Partner with the Executive Director and SMT to identify and secure strategic partnership and collaborations with new agencies, organizations, and stakeholders both within and outside the harm-reduction world.
- Track funding trends, as well as legislative and policy changes, that impact our constituents, participants, and NYHRE as an organization.
- Develop and maintain positive working relationships with local, regional, State and Federal legislators and other governmental agency representatives.

## **Requirements and Experience:**

- Should have 5+ years development and communications experience, ideally working with marginalized/stigmatized populations including active drug users, sex workers, and formerly incarcerated individuals.
- Must be an ambitious, creative and strategic thinker who enjoys a challenge and is motivated by results. The position requires initiative and persistence and the ability to balance multiple competing priorities and responsibilities.
- Excellent written and verbal communication skills with experience producing successful donor communication and marketing materials that will resonate with a diverse range of stakeholders. Ability to conceptualize and describe needs in accessible, persuasive and inspiring ways.
- The ideal candidate will have a proven track record of securing major gifts and foundation grants as well as a deep familiarity with the New York and national funding community.
- Demonstrated skill and comfort in proactively building relationships with diverse audiences, including funders, reporters/editors, government officials, community leaders, coalition partners and the public.
- Must be dedicated to advancing an agenda of equal rights and social justice for low-income people who use drugs, especially through activism and political participation.
- Must be committed to the principles of Harm Reduction and to working with low-income people who use drugs and engage in sex work through an anti-racist, anti-sexist, anti-homophobic lens.
- Proficiency with MS Office (including Word, Excel, Outlook, PowerPoint and Publisher), relational databases, and use of the Internet for research required.
- Must be available to attend events and meetings during non-traditional hours (evenings and weekends).
- Bilingual (Spanish) preferred.

**Reports to:** Executive Director

**Status:** Full-time, Exempt

**To apply:** Send a resume, a cover letter that effectively addresses the above-mentioned responsibilities and requirements and demonstrates your ability to contribute positively to the agency, samples of successful grant proposals, and salary requirements to Shelley Huggins at [shuggins@nyhre.org](mailto:shuggins@nyhre.org). Subject line should read, "Director of Development and External Affairs position – last name". All attachments should adhere to the following naming convention "Lastname, Firstname CoverLetter". No calls please.

NYHRE is an Equal Opportunity Employer. Individuals who have personal experience with drug use, PLWHA, women, people of color, members of the LGBTQ community, and the formerly incarcerated are strongly encouraged to apply.