



JOB DESCRIPTION

TITLE: Director of Outreach and Engagement
DEPARTMENT: Policy and Program Department
REPORTS TO: Chief Program and Policy Officer
CLASSIFICATION: Exempt
STATUS/SCHEDULE: F/T- Monday through Friday, 9 a.m. to 5 p.m.
DATE REVISED: October 2017

COMPANY OVERVIEW

FPWA is an anti-poverty, policy, and advocacy nonprofit with a membership network of nearly 180 human-service and faith-based organizations. FPWA has been a prominent force in New York City's social services system for more than 95 years, advocating for fair public policies, collaborating with partner agencies to meet the needs of New Yorkers. Each year, FPWA helps close to 1.5 million New Yorkers move up the economic ladder.

POSITION OVERVIEW

The Director of Outreach and Engagement leads the planning and execution of engagement and outreach actions and activities with community and faith-based member organizations, allies, and partner organizations. This role will work closely with the Chief Program and Policy Officer and Chief Executive Officer to develop a plan to expand and more effectively engage our membership in FPWA advocacy campaigns and program offerings.

The Director of Programs is one of three directors in the Policy and Program Department, which is led by the Chief Program and Policy Officer.

KEY RESPONSIBILITIES

Outreach and Engagement

- Collaboratively develop and implement a comprehensive strategic plan to grow and deepen FPWA's relationship with our current member agencies, faith allies, and partner organizations and identify areas for collaboration.
- Lead efforts to expand membership of FPWA among community and faith-based organizations, build FPWA member identify, and increase positioning of FPWA among the health and human services sector.
- Develop a plan to better involve and incorporate feedback from member agencies, faith allies, and those directly impacted by FPWA programs and advocacy campaigns in the design and implementation of FPWA programs and advocacy campaigns.
- Support efforts of the Policy team to identify new and emerging policy trends, align advocacy priorities with member needs, and better engage members and allies in our policy advocacy work.
- Supports the Program team to develop programming that meets the needs of FPWA member agencies and allies, encourages expanded understanding of social justice issue areas, and supports our policy priorities.

Outcome-Based Action & Knowledge Management

- Collaborate with Program and Policy teams in the evaluation and improvement of our CRM system, including the development of internal systems to support the collection and input of data.

- Continually evaluate operation of team/function to ensure on-going effectiveness and impact of FPWA's outreach and engagement efforts
- Ensure development and implementation of a clear strategy on development, production and dissemination of program materials which may enhance knowledge, understanding, and impact of FPWA's work

Leadership and Management of High-Impact Program Team

- Build and lead high-impact policy team; define objectives and processes
- Collaborate closely with the Program and Policy leadership team (Chief Program and Policy Officer, Director of Policy, and Director of Programs) to ensure the alignment of work across teams
- Liaise closely with the FPWA leadership team to ensure strategic use of media to enable and facilitate FPWA's positioning across its core areas, the appropriate use of FPWA resources, and strategic collaboration between departments

KEY REQUIRED SKILLS AND COMPETENCIES

- **Relevant Educational Background** – 6-8 years of professional experience in community outreach and engagement, including direct experience working in or with community and/or faith-based institutions. Bachelor's Degree or equivalent experience required
- **Demonstrated Excellence in Engagement and Mobilization** – Proven leadership and success in engagement and mobilization at the individual, community, and organizational levels, strong interpersonal and relationship building skills, with the demonstrated ability to engage and influence others
- **Commitment to Social Justice and Understanding of Needs of Low-Income Communities in New York** – Strong commitment to FPWA's mission and social justice; knowledge in the areas of poverty reduction, upward mobility and economic equity
- **Outcome and Results Orientation** – Demonstrated ability to manage to an outcomes-based approach; proven experience of outreach and mobilization, managing to outcomes, and developing and using data to inform continuous improvement and decision-making; proven track record of exceeding goals and a bottom-line orientation; evidence of the ability to consistently make strategic decisions through a combination of analysis, wisdom, experience, and judgment; ability to balance the delivery of programs against the realities of a budget; problem solving, project management, and creative resourcefulness
- **Operational Management & Capacity Building** – Ability to effectively build organizational and staff capacity including the processes that ensure the organization runs smoothly and achieves outcomes; understanding of management and processes within nonprofit organizations; experience and demonstrated success in setting effective goals, objectives, and outcomes; experience in managing budgets in resource-limited environments; excellent MS Office skills (including Word, Publisher, Access, Excel, etc.) and knowledge of database management (including Salesforce, Salsa, Survey Monkey)

SUPERVISORY RESPONSIBILITY

This position manages all employees of the Outreach & Engagement department and is responsible for coaching, teambuilding and performance management.

APPLICATION DEADLINE: November 15, 2017

TO APPLY

Please submit a cover letter explaining your vision and qualifications for the position, resume and short writing sample to jobs@fpwa.org with subject "Director of Outreach & Engagement". No phone calls or other inquiries please. Only applicants selected for an interview will be contacted.

AN EQUAL OPPORTUNITY EMPLOYER