



Development and Events Manager

Job Posting December 2020

The Riders Alliance fights for reliable, affordable and world-class public transit in order to build a more just and sustainable New York. We organize subway and bus riders to build grassroots power across racial, economic, and neighborhood lines: holding our elected officials accountable, engaging the public, and taking direct action to guarantee that riders have a powerful voice in the decisions that affect us.

The Community Engagement and Development Manager, working under the supervision of the Deputy Director for fundraising and operations, is responsible for maintaining and enhancing a robust donor engagement program for grassroots and mid-level donors and for managing the annual gala. The ideal candidate is experienced in non-profit fundraising, has an appreciation for community organizing and member engagement, and is a creative and strategic thinker. As we strive to grow the organization, the ideal candidate should be thinking critically about how to grow and engage the organization's donor community, and to ensure it's reflective of our rider base.

The Riders Alliance has won important progress for public transit in New York, including Fair Fares, billions of dollars in new funding to fix the subway through North America's first congestion pricing plan, and a bold reimagining of the city's local bus service. We are now working to win billions of dollars in federal funding to rescue NYC's transit system from immediate catastrophe due to COVID-19 and to ensure the millions of New Yorkers who rely on buses and subways every day don't lose their service. The next Community Engagement and Development Manager will help to lead a participatory effort to set the course for the Riders Alliance's next generation of donor recruitment, engagement and programming.

CORE RESPONSIBILITIES

Membership Programming and Recruitment:

- ❖ Work with Deputy Director to develop and implement an annual strategy and calendar of engagement for the Riders Alliance's active donor program.
- ❖ Plan and execute creative recruitment and engagement events for and with monthly dues-paying members throughout the year, including fundraising events in person and online, advocacy trainings, roundtable discussions, and social events with donors and special guests.
- ❖ Meet 1:1 or in small groups (virtually, for now) with hundreds of Riders Alliance dues-paying members and potential members each year, and connect current, new and potential members to Riders Alliance campaign work.

- ❖ Provide leadership development and peer-to-peer fundraising opportunities for dues-paying members and work with members to create new and innovative community building opportunities.
- ❖ Strengthen the fundraising capacity of the organization through new and existing donor recruitment initiatives, including an annual membership drive to expand our pool of monthly sustaining donors.
- ❖ Manage the operations, administration and logistics of the entire dues-paying membership program, including tracking member and donor data in our online database, sending donor gifts, creating membership acknowledgement letters, and more.
- ❖ Support the deputy director and executive director in developing and executing fundraising events, communications and donor tracking.

Annual Gala:

- ❖ With Deputy Director and Executive Director, recruit monthly donors and major donors to fundraise more than \$200,000 for our annual gala.
- ❖ With Deputy Director, manage and monitor gala timeline, honoree timeline, and all event logistics.
- ❖ Encourage gala co-hosts, monthly members and grassroots members to participate in gala planning through hosting gala planning calls, meetings and/or happy hours.
- ❖ Think creatively about how to make the gala fun, inclusive, engaging and special for all members and honorees.
- ❖ Manage communications and logistics with band, graphic designer, photographers, videographers, and any outside vendors.

The ideal candidate will have:

- ❖ 2-4 years experience in grassroots fundraising, individual giving, or other fundraising capacity.
- ❖ Strong interpersonal skills and the ability to build meaningful relationships with members and donors.
- ❖ Nuanced understanding of donor retention and the ability to think creatively and strategically about donor engagement and recruitment.
- ❖ An excitement for meeting and getting to know lots of new people from all across the city.
- ❖ Experience working on small, dynamic teams.
- ❖ Experience managing multiple tasks and an eye for detail, organization and project management.
- ❖ A deep appreciation for a strong work ethic that values quality, intention and inclusivity
- ❖ The ability to quickly learn systems, software and programs

Job features:

- Full-time position. The position will require some evening and weekend engagements.
- Full benefits: excellent health, dental, vision, 401(k) match, paid time off.

How to apply:

- Send resume and cover letter with [Your Name – Development and Events Manager Application] to hr@ridersny.org.
- Applications are considered on a rolling basis; early applications are encouraged.