



## **The Laundromat Project—Director of Development & External Affairs**

### **Description:**

For 17 years, The Laundromat Project (The LP) has grown as a leading, POC-centered & led, community-based arts organization. Our work occurs in two synchronous parts: 1) we support emerging and established artists of color with a socially-engaged practice and community focus and 2) we champion the power of art & creativity to build community bonds and reinforce social cohesion amongst long-standing residents in NYC communities of color. With a new Executive Director, staff of 12, and annual budget of \$2.M+, The LP is entering an exciting new era of impact and influence across the fields of arts, culture and community-building.

The newly created role of Director of Development & External Affairs comes at a critical time for the organization. A key member of the leadership team, this individual will collaboratively inform the organization's strategic vision and bolster plans to achieve our long-term growth goals by securing revenue in addition to expanding our profile and impact. The role will oversee fundraising, marketing and communications, advocacy, and strategic partnerships in support of The LP's mission.

### **Reporting Structure:**

- Reports to the Executive Director
- Oversees a staff of four across two departments: 2 Development staffers and 2 Communications staffers.

### ***The Director of External Affairs balances:***

#### **Leadership Responsibilities**

- Work in deep coalition with the Executive Director and The LP's Leadership Team to guide the overall strategic vision and successful execution of organizational mission and programs, in partnership with LP board, staff, key stakeholders, and supporters
- Manage, mentor, and motivate a dedicated Development and Communications team using a supportive and collaborative approach
- Participate in selected program activities to better understand the heart of what the organization does to live our mission
- Collaborate with the Operations & Finance department to provide a consistent and transparent view into revenue
- Manage the board's External Affairs committee, as a resource and support for external organizational issues, including fundraising, communications, public relations, and marketing.

#### **Development Responsibilities**

- Refine and manage a strategic development plan that delivers on our \$2.5M revenue goal for FY23, with the goal of securing or increasing support from new, existing, and lapsed supporters. Annual fundraising sources and strategies include foundations, government, major donors, annual appeal, peer-to-peer fundraiser, and a membership program.



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**[www.laundromatproject.org](http://www.laundromatproject.org)**

**MAKE ART.**

**BUILD  
COMMUNITY.**

**CREATE  
CHANGE.**

- Manage a portfolio of Foundation and Individual donors in partnership with development team, executive director and board members (when appropriate)
- Develop a strategy to diversify and expand our fundraising portfolio including grassroots donors, high net worth individuals, corporations, and other earned income opportunities.
- Work with the Executive Director and board to create memorable events (house parties, dinners, and receptions) which fortify relationships with key donors and cultivate new supporters. Oversee execution, with staff and consultant support as needed.
- Track, monitor, analyze, and report on key metrics relevant to development efforts and work with the Executive Director to provide updates and reports to the Board of Directors

### **Communications Responsibilities**

- Oversee strategic management of The LP's core communications platforms, including website, social media, and newsletters, maintaining brand identity for all programs, events, and general outreach
- Oversee the creative development and production of all outward-facing materials and marketing efforts in collaboration with Media & Storytelling Manager and Coordinator and consulting graphic designers
- Partner with colleagues to conceptualize and deliver content ideas that position The LP as thought leaders in the field of arts, social justice, and community development. Content delivered in a variety of formats (articles, videos, infographics).
- Supervise occasional public relations campaigns in collaboration with Media & Storytelling Manager and consulting press relations firm, when applicable
- Oversee strategy for tracking current and newly established metrics and benchmarks for communications and external relations to improve The LP's visibility

### **Strategic Partnerships & Advocacy Responsibilities**

- Develop a strategic engagement strategy to build relationships with relevant elected and appointed officials to advocate for expanded opportunities for artists, greater access to the benefits of arts & culture, and the economic vitality in communities of color.
- Collaborate closely with other organizational departments to ensure outreach, partnership and outcomes align with overarching goals
- Identify and cultivate new strategic partnerships that will have a significant impact on The LP's objective to promote the benefits of art & creativity to support community transformation

### **Professional Qualifications:**

- Minimum of 10 years with a proven record of advancement of responsibility in the arts or nonprofit sectors, with roles centered on development, communications, marketing, events.
- Experience leading, managing, developing, and motivating a diverse and collaborative team executing multiple and varied projects, with emotional & cultural intelligence
- A strong conceptual and strategic thinker that can both zoom into the details and out to see the systems, patterns, and connections
- Established relationships and networks with key stakeholders including donors, foundations, journalists, and/or arts leaders in the region.
- Demonstrable history of impacting organizational growth including a track record of securing \$10K-\$100K+ gifts across multiple revenue streams, including, but not limited to, foundations and high net worth individuals.
- Proven track record of executing successful fundraising appeals, marketing campaigns, and signature events
- Strong knowledge of and connection to the NYC arts and culture field and interest (required) in the history and continued legacy of Black / POC communities in Bed-Stuy and Central Brooklyn
- Proficiency with Adobe Creative Suite and experience with a CRM system (Salesforce a plus).

**Compensation:**

The salary is \$100K. We offer excellent benefits, including health, dental & vision insurance, retirement (401k), a wellness fund, membership and professional development opportunities. Time off includes vacation, holidays, personal days, and a week off at year's end.

**Additional Details:**

**Application deadline:** Open until filled

**Anticipated Start Date:** December 2022

**Reports to:** Executive Director

**Position:** Full time, with some weekends and evenings required

**Office Location:** Bed-Stuy, Brooklyn; Work time includes both regularly scheduled in-office hours and the option of virtual / remote hours

**Geographic Reach:** Citywide, with particular focus on Bed-Stuy & Central Brooklyn

**Application Process:**

**Apply here:** <https://bit.ly/3SIUGQf>

**Format:** Application should be submitted as a single PDF and include

- Cover letter outlining how your skills and experience meet the position qualifications
- Resume outlining your relevant professional experience

**About The Laundromat Project**

Locally relevant and nationally recognized, The LP is a Black-rooted and POC-centered arts organization that advances artists and neighbors as change agents in their own communities. We make art and culture citywide through our signature Create Change program and creatively engage communities while addressing critical social issues such as cultural legacy, racial justice, and community wellness. We do this while firmly grounded in [our organizational values](#).

Since 2005, we have directly invested over \$1M in 200+ multiracial, multigenerational, and multidisciplinary artists and 83 innovative community art projects, while engaging over 48,000 New Yorkers. This is an especially exciting time to join our team as we make our new home into a creative community hub on Fulton Street in the heart of Bed-Stuy, Brooklyn. To learn more about The LP, please visit: [laundromatproject.org/](http://laundromatproject.org/)

**Organizational Culture**

The LP strives to be a positive, fulfilling, and healthy place to work by fostering a culture that encourages staff wellbeing both in and outside of work. The LP affirmatively values and centers the voices, cultures, imagination, knowledge, and leadership of people of color in all of our work and operations.

*Please Note: Newly hired employees are required to be fully vaccinated for COVID-19 (i.e., have received both doses of a two-dose vaccine or a single dose of a one-dose vaccine) and must provide proof of vaccination upon request by the organization. Requests for potential accommodation shall be considered in accordance with applicable law if and at such time as a conditional offer of employment is extended to a candidate. Applicants should not provide any medical or genetic information with their application.*

*We cannot respond to all inquiries; only candidates being seriously considered will be contacted. We will not accept reference letters or phone calls. The Laundromat Project is an equal opportunity employer. People of color, women, immigrants, disabled, LGBTQIA+ individuals, and others who may contribute to a rich diversity of perspectives and ideas are especially welcome and encouraged to apply.*