



# Housing Works

## SVP, Marketing and Development

Brooklyn, NY

## Background

Housing Works is a healing community of people living with and affected by HIV/AIDS. Our mission is to end the dual crises of homelessness and AIDS through relentless advocacy, the provision of lifesaving services, and entrepreneurial businesses that sustain our efforts.

### Our Culture

We work at the intersection of homelessness and healthcare. Through all it does, Housing Works embodies a culture of radical inclusion: ensuring all members of our community feel welcomed and included, and all voices are heard. We celebrate and value what makes people different and work together in our communities with respect, empathy, candor, bravery, and generosity. Each person's earnest efforts and participation are valued and essential – from staff, our Boards, volunteers, and clients. We aggressively and ingeniously attack the big issues together: we do what others can't or won't. Our vision, creativity and entrepreneurial spirit are what make Housing Works, Housing Works.

### Our Values

- High Performance: We strive for excellence in all our endeavors.
- Stronger Together: We work as one to tackle – and achieve – the impossible.
- All In: We're bold, direct, and relentless as we strive to improve individual and community health.
- Membership: We go the extra mile for others every day, and we celebrate and have fun throughout the healing process.

### Our Over-Arching Strategic Objectives

1. People: Building a diverse and engaged leadership base.
2. Programs: Expanding our services to meet client needs and realize scale.
3. Innovation: Using our proven model of entrepreneurship and experimentation to diversify revenue streams and expand our footprint.

For more information on Housing Works, please visit our website at [www.housingworks.org](http://www.housingworks.org).

## Position Overview

In collaboration with the President, COO, and volunteer boards, the Senior Vice President for Marketing and Development will provide leadership, strategy, and management of all fundraising and marketing activities across our portfolios (Housing Works and Bailey House subsidiary). They are responsible for maintaining and increasing charitable giving to both agencies using proven and innovative fundraising methodologies (direct mail, major gifts, events, etc.) and overseeing a team of fundraising and marketing professionals.

Working closely and collaboratively with Senior Leadership and the Board of Directors, the Senior Vice President will play a critical role in helping to advance Housing Works' mission by

helping to grow and broaden its fundraising program, furthering the organization's strategic goals and direction by achieving and surpassing budget goals.

Additionally, the position will oversee all marketing and communications functions with a focus on event marketing, health care and other program branding, digital marketing, staff communications, and public relations.

## Essential Job Functions

### Development

- Provide overall vision and leadership for Development activities for Housing Works and Bailey House.
- Develop and implement strategies and deploy staff and resources to reach and surpass annual fundraising goals – and grow the program by 20% over three years.
- Implement data tools (Salesforce, Raiser's Edge, etc.) to track donors and identify new sources of support; produce dashboard and share data with staff and volunteer leadership.
- In close collaboration with the COO, CEO/President, and boards, among others, develop and implement a strategy to attract, retain, and steward major donors (\$10K and above).
- Set up/maintain Giving Clubs to recognize donors, drive engagement and increase financial contributions.
- Train current leaders and new staff to be effective fundraisers.
- Coordinate with Advocacy to develop rapid response fundraising opportunities.
- Leverage marketing and social media for fundraising.

### Marketing

- Oversee and coordinate agency's marketing function and ensure fidelity to creative standards and guidelines.
- Conceptualize, plan, and execute agency- and city-wide marketing and public information campaigns, measure, and report on key outcomes.
- Develop structures for multiple sales leads with a focus on digital platforms.
- Help businesses reach budgeted goals and take advantage of strategic opportunities.

### Communications

- Manage messages across departments, businesses, and locations and ensure one unified "voice."
- Build and maintain structured public relations program with internal and external publicity resources.
- Enhance the agency's ability to quickly produce copy/content across platforms.

## Leadership

- Consult and collaborate with the COO and the Housing Works and Bailey House senior leadership teams to draft and implement the annual and mid-year agency budgets.
- Participate in board and other leadership meetings to develop agenda items, materials, and other content, as necessary and/or as requested by the COO and/or President of Housing Works.
- Participate in Housing Work's public policy advocacy activities and efforts.
- Help to shape and define a culture of philanthropy within the organization.
- Serve as an ambassador for Housing Works and the preferred outward-facing executive working with donors and prospects.
- Maintain regular, consistent, and transparent progress reports to key stakeholders, both internal and external.
- Manage and develop a team of VPs/directors.

## Key Performance Indicators

- Fundraising total for Housing Works, Inc. (excludes government grants)
- Fundraising total for Bailey House (excludes capital/government dollars)
- Total net income from events
- Number of major donors (\$10,000+)
- Number of new/younger donors; overall mix of donors
- Donor recognition opportunities/tiers

## Education

BA/BS required; Master's degree preferred.

## Qualifications/Requirements

At least eight years of proven leadership experience in non-profit development and marketing.

## Skills and Competencies

- Passion for the mission of Housing Works, and the ability to serve effectively as an ambassador for the organization.
- Experience with and proven commitment to working with low-income and marginalized communities, as well as individuals with multiple chronic medical conditions.
- Demonstrated talent and skill in recruiting, managing, inspiring, and growing a diverse workforce, and for building strong and collaborative teams to meet and exceed performance and budget goals. Must possess an "can-do" positive attitude and



exceptional interpersonal skills, with the ability to create and maintain a collaborative working relationship with colleagues.

- Strong skills and experience in strategic program planning and development, proposal writing, goal setting and performance management.
- Demonstrated ability to establish solid relationships with Board members, volunteers, and senior staff.
- Proven ability to think critically and exercise good judgement, as well as the ability to work independently and collaboratively with minimal day-to-day supervision in a fast-paced environment.
- Must possess and maintain up-to-date knowledge of current and relevant professional issues and literature.
- Exceptional computer software skills, including MS Office suite (Word, Excel, PowerPoint) and working familiarity with Salesforce, Raiser's Edge, or similar.
- Ability to travel to appointments, meetings, conferences, etc. for work-related business.
- Strong, detail-oriented organizational and follow-through skills, as well as exceptional written and oral communication skills, including public speaking.
- Familiarity with the New York market a plus.
- Bi-lingual English/Spanish language (oral and written) proficiency preferred.

## Essential Physical Demands/Working Conditions

Able to lift 40lbs. with proper assistance and tools.

## Location and Salary

120 Lawrence St. Brooklyn, NY. This position requires the staff person to be present in the program office a minimum of 80% of the time.

The salary range for this position is \$190k-\$210k. A competitive benefits package is included.

## Reporting Relationships

### Matthew Bernardo, President:

Matt oversees all of Housing Works' day-to-day affairs. Previously, Matt oversaw Housing Works' social enterprises, which included 13 Thrift Shops, a Bookstore/Cafe, and a commercial catering business known as The Works. His goal was to offer the best products and customer service, build revenue, and grow a devoted fan base to support advocacy initiatives and services. Matt spearheaded two high-profile fundraising events that support Housing Works' mission: Design on a Dime and Fashion for Action. Combined, these events contribute \$1.5 million annually. Prior to joining Housing Works, Matt worked in the retail

sector. He started his career at Bloomingdale's, developing their private label men's line. After Bloomingdale's, Matt merchandised and launched a new in-flight magazine for American, Northwest, and TWA Airlines and eventually was the lead merchandiser for Skymall magazine. Matt graduated from Boston University's School of Management with a concentration in marketing. He received his Master of Social Work from the Silberman School of Social Work at Hunter College.

### Andrew Greene, COO, Housing Works, Inc.

Andrew Greene previously served as the Senior Vice President for Development and Marketing, overseeing the agency's fundraising, marketing, and communications efforts. He joined Housing Works in 2008 and oversaw the growth of the agency's Development department, which is responsible for diverse efforts and campaigns, including the agency's Braking AIDS Ride. Prior to joining Housing Works, Andrew was Director of Corporate Development for Thirteen/WNET, the nation's flagship PBS station. Earlier in his career, he held positions of increasing responsibility at amfAR, the Foundation for AIDS Research. Andrew has an undergraduate degree from Hartwick College and a master's degree from St. John's University. He serves on the board of Visual AIDS, which uses contemporary art to raise awareness of HIV and AIDS.

Housing Works provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or genetics. In addition to federal law requirements, Housing Works complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. Housing Works also does not request prior salary information during the hiring process. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

DISCLAIMER: This is not necessarily an exhaustive list of all responsibilities, duties, skills, efforts, requirements or working conditions associated with the job. While this is intended to be an accurate reflection of the current job management reserves the right to revise the job or to require that other or different tasks be performed as assigned.

To apply to this position, please click [HERE](#).

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