



**Groundswell**  
**Executive Director**  
New York, NY



## About Groundswell

In 1996, a group of New York City artists, educators, and activists founded Groundswell with the belief that collaborative art making combined with the sanctity of personal expression and the strength of community activism, would produce enduring and powerful outcomes. Now twenty-six years later, Groundswell has completed over 600 murals throughout New York City while working with youth and teaching artists in collaboration with hundreds of community-based organizations and government agencies. This collaborative process facilitates dialogue within communities across New York City and also encourages young people to engage in various forms of self-expression and social activism.

### Groundswell's Social Justice Framework

We believe in the creative process of making socially engaged visual art that ignites social change.

We create exciting, nurturing learning environments for young people that spark curiosity, political awakenings, and collective solution-building.

We build confidence, work in service of their ideas, and foster critical thinking and communication skills to encourage youth to actualize their vision for a more just and equitable world.

## Position

Groundswell is seeking a charismatic, innovative and strategy-oriented Executive Director to provide ongoing vision to lead and manage all aspects of the organization in line with its mission and core values. Reporting to the organization's Board of Directors, this person will have ultimate oversight over a \$1.8M annual budget and a team of 14 staff members. The Executive Director will be responsible for providing strategic direction, fostering a culture of excellence, and ensuring the organization's continued growth and impact in the community.

This person will be a dynamic and inclusive leader, willing to take risks and create bold strategies, with the ability to build and manage strong and effective teams. The ED should also be an excellent communicator and storyteller who will amplify Groundswell's visibility and serve as the chief advocate and fundraiser of the organization.

This is a unique opportunity to be a part of an innovative mission focused on engaging diverse communities and young people to promote identity, creativity, and cultural literacy through art.

## Responsibilities

### Strategic Vision & Leadership

- Develop and implement a strategic vision and plan for the organization, in collaboration with the board and staff.



- Ensure that Groundswell's vision and values are expressed in every aspect of the organization, including its culture, personnel, and programs.
- Partner with the Board to identify, cultivate, recruit and retain Board members who are highly engaged and willing to leverage and secure personal and professional networks and resources.
- Build and nurture good relationships with all Board members evidenced by open communication and responsiveness to issues affecting Groundswell's strategic direction.
- Support Board Chair in actively engaging all Board members to contribute their financial resources and skills to furthering Groundswell's mission.

### Fundraising

- Seek innovative and lasting funding opportunities and corporate partnerships to increase mission visibility and strengthen programmatic impact.
- Cultivate and steward relationships with donors, foundations, and other funding sources to support the organization's programs and initiatives.
- Ensure that the flow of funds permits Groundswell to make continuous progress towards the achievement of its mission and is allocated properly to support present needs and future opportunities.
- Provide strategic guidance on branding, messaging, and marketing strategies to raise awareness of Groundswell's mission and increase support from major donors, foundations, and government agencies.
- Create metrics to assess impact and success of Groundswell programming and fundraising efforts

### Community Engagement

- Cultivate and maintain positive relationships with all stakeholders including but not limited to, elected officials, community leaders, grassroots organizations, and educational and art institutions.
- Seek effective ways of engaging Groundswell's artists and youth alumni in the ongoing growth of the organization.
- Serve as a thought leader and advocate for Groundswell's principles both within and outside of the organization; represent the organization in public forums, media appearances, and speaking engagements to raise awareness of key issues and promote Groundswell's mission and impact.

### Organizational Management

- Oversee the organization's financial operations, including budgeting, financial reporting, and fiscal compliance.
- Work closely with the board and finance committee to address deficits, manage cash flow, and ensure long-term financial sustainability.

- Provide effective oversight of day-to-day operations, ensuring compliance with legal and regulatory requirements, organizational policies, and best practices in nonprofit management.
- Continue to promote a culture rooted in values of comradery, innovation and flexibility while ensuring the development and management of a high performing and effective organization.
- Ensure clarity and consistency throughout the organization's strategy, operational methods, and data collection processes to support the continued development and management of a professional and efficient organization.
- and implement a strategic vision and plan for the organization, in collaboration with the board and staff.

### People Management

- Provide guidance and mentorship to staff members, fostering their professional growth and development.
- Ensure that staff members feel valued, supported, and empowered to contribute their best to the organization.
- Establish clear performance expectations and goals for staff members, providing regular feedback and coaching to support their growth and development.
- Conduct performance evaluations and recognition programs to acknowledge and reward staff members for their contributions.
- Uphold and promote Groundswell's organizational culture and values, ensuring that they are embedded in all aspects of the organization's work.
- Lead by example, demonstrating integrity, accountability, and a commitment to social justice and equity.

### Qualifications

- At least 5+ years of experience serving as an Executive Director/CEO in the nonprofit sector, including experience in organizational management, staff development, and strategic planning.
- A passion for working with and empowering young people is a must; experience in arts, education, youth development, community organizing, and related mission-adjacent spaces preferred.
- Visionary thinker with the ability to develop and execute strategic plans that align with the organization's mission and values, engaging stakeholders and fostering a culture of innovation.
- Deep commitment to social justice, equity, and community empowerment, with a strong alignment with Groundswell's mission and values.
- Demonstrated ability to develop and implement effective fundraising strategies, with a focus on diversifying revenue streams and cultivating relationships with donors, foundations, and government agencies.



- Strong understanding of nonprofit financial management, budgeting, and fiscal oversight, with the ability to address deficits and ensure long-term financial sustainability.
- A track record of success in building and empowering high-performing teams where vision and values are a driving factor in decision-making; excellent people management skills that encourage creativity, collaboration, and growth.
- Exceptional interpersonal skills and a strong ability to motivate and inspire staff, board members, volunteers, and community partners.
- Excellent written and verbal communication skills, with the ability to articulate the organization's mission, impact, and strategic priorities to a diverse range of stakeholders.

## Salary

This is an outstanding opportunity for a leader to join a highly respected organization. Groundswell is prepared to offer a very attractive compensation package, including a competitive base salary of \$175,000-\$185,000, as well as:

- Health, Vision, and Dental Insurance
- 401K Retirement Plan
- Flex Spending Account
- Vacation, Sick, Family & Sabbatical Leave
- Professional Development Stipend

This position description is based upon material provided by Groundswell, an equal opportunity employer. Equal employment opportunity and having a diverse staff are fundamental principles at Groundswell, where employment and promotional opportunities are based upon individual capabilities and qualifications without regard to race, color, religion, gender, pregnancy, sexual orientation/preference, age, national origin, marital status, citizenship, disability, veteran status or any other protected characteristic as established under law.

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

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Yasmine Coccoli, Talent Consultant

Dave Yi, Associate