



External Engagement Manager Job Description

Organizational Overview

NJ LEEP is a college access and success program working with more than 300 low-income and first generation students from the greater Newark, NJ area. We help students to perform at high academic levels by building skills through law-related and college access programming, developing the habits necessary for lasting success and community leadership, and offering exposure to role models who have achieved academic and professional success. NJ LEEP's model is challenging and rigorous and 100% of NJ LEEP program graduates have gone on to college, including Amherst, Georgetown, Princeton, Rutgers, Wellesley, Wesleyan, and the University of Chicago. For more information about our work, please go to www.njleep.org.

Position Overview

The External Engagement Manager will report to the Managing Director of External Engagement and will assist in the wide-ranging responsibilities of the department. Under the Managing Director's oversight, the Manager will have direct responsibility for the operations of the Department. NJ LEEP is seeking someone with a proven track record of achieving specific, measurable goals who will thrive in a fast-paced work environment. The Manager will work with all members of the NJ LEEP staff and will be called upon to interface with Board Members and students. The position requires occasional evening work to accommodate NJ LEEP events.

NJ LEEP has grown its programs and will be focusing on growing our individual donor base and relationships. Our fundraising goal for the 2019-20 fiscal year is \$2.6M, an increase of \$400,000 over the prior fiscal year, and the Manager is a critical partner on the fundraising team. The primary goal of the position will be to ensure that external relationships are deepened as much as possible in order to further the mission of NJ LEEP and achieve our fundraising goals.

Primary Responsibilities

- **Individual Giving:** The Manager will help cultivate and steward individual donors, including:
 - Major Donors
 - Annual Appeal campaign
 - Prospect research
 - Cultivation events
 - Alumni network
 - Board of Trustees
 - Advisory Board
- **Volunteer Recruitment, Engagement, and Management:**
 - Attorney Mentor Program:
 - Working with the Advisory Board on mentor recruitment

- Tracking mentor recruitment and mentor/mentee relationships
 - Regular communication with mentors about upcoming events and deadlines
- Recruiting volunteers
- Executing one-time volunteer events and networking events
- **Grant Proposals and Reports:**
 - Conduct research on potential new Foundation and Government funders.
 - Write and compile documentation for grant requests and reports.
 - Manage the grants calendar and track grants in Raiser's Edge
- **Special Events:**
 - The Manager will lead on the logistics of all special events throughout the year, including check-in, food and beverage, A/V, entertainment, collateral, RSVP tracking, and more.
- **Corporate Relationship Cultivation:** The Manager will help grow and manage NJ LEEP's corporate relationships. This includes but is not limited to:
 - Field Trips
 - Week-on-the-Job hosts
 - Helping NJ LEEP alumni connect to internships and jobs
- **Database Management:** The Manager will manage the donor database including:
 - Inputting all donations
 - Writing and sending acknowledgement letters
 - Compiling lists for thank you calls and thank you cards
 - Producing monthly reports for the Managing Director of External Engagement, Executive Director and Accountant.
 - Managing online registration process for all events and online donation forms
 - Inputting new constituents and updating existing data for constituents
 - Managing data cleanup
 - Work with the Data Manager to facilitate effective and efficient use of the database
- **Marketing & Communications:**
 - Website maintenance
 - Postcards, invitations, annual report, one-pagers
 - Swag
 - Google Adwords
 - Quarterly e-newsletters and email update blasts, event invitations, program updates
 - Bi-weekly social media posts
 - Press releases
 - Manage a communications and events calendar
- **Summer Week-on-the-Job Program**
 - Manage cohort of 35-40 high school sophomores participating in 5-week program
 - Troubleshoot issues with students and corporate hosts
 - Manage summer External Engagement Intern
- **Other:** Performs other duties as required and assigned.

Skills, Qualifications & Characteristics

- Commitment to and passion for NJ LEEP's mission
- Bachelor's degree (required)
- 2+ years work experience (required)
- Exceptional attention to detail, time management, organizational, and technology skills
- Proven track record of managing complex projects independently
- Experience maintaining a complex database, independently
- Event planning and management experience
- Experience interfacing with key, senior stakeholders (e.g. board members and senior management)
- Excellent written, verbal and interpersonal communication skills
- A proactive approach
- An outcome-focused mindset
- Ability to work effectively both independently and as a member of a team
- Capacity to build strong relationships with different types of individuals
- Willingness to approach challenges with a good attitude and with a sense of humor
- Flexible and focused on solutions

Compensation and Application Instructions

NJ LEEP offers a competitive salary and benefits package for full-time employees. Interested applicants should submit a resume and cover letter to Claire Dragon at employment@njleep.org with the subject line "External Engagement Manager." Applications received by July 12th will receive priority consideration. Due to the volume of applications, only applicants selected for an interview will receive a response. NJ LEEP is an equal opportunity employer, committed to inclusive hiring and dedicated to diversity in our staff. We strongly encourage candidates from all groups and communities to apply.