



**NORTH
BROOKLYN
PARKS
ALLIANCE**

POSITION DESCRIPTION: North Brooklyn Parks Alliance - Manager: Development

POSTED: February 7, 2025

APPLICATIONS DUE: March 7, 2025

START DATE: April 14 - April 28, 2025

OVERVIEW

North Brooklyn Parks Alliance (NBK Parks)—the non-profit conservancy for parks and open spaces in Greenpoint & Williamsburg—is currently seeking motivated and energetic individuals to join a dedicated team working together to ensure that Under the K Bridge Park (UTK) and other local green spaces are thriving for the benefit of all North Brooklyn communities. Founded in 2003 as the Open Space Alliance, the North Brooklyn Parks Alliance’s mission is to create an equitable, accessible, and vibrant parks system in North Brooklyn.

POSITION SUMMARY

North Brooklyn Parks Alliance seeks a data-savvy, detail-oriented, and proactive **Manager: Development** for an exciting new role that will enable us to scale our connection to park lovers across our district and inspire them to support our transformative programs, services, and initiatives. This position will help us develop our customer management systems from the ground up, grow and manage our individual and corporate donor portfolios, and assist with grants administration. The **Manager: Development** is a self-starter with a combination of analytical, communication, and technical skills to build relational databases, manage constituent data, and assist with development projects in a collaborative team environment. A passion for parks, environmental advocacy, creative placemaking, and public space programming is a major plus. This role reports to the Director: Communications and Strategy.

RESPONSIBILITIES

Constituent Data Management

- With the Executive Team, develops and manages our Customer Relationship Management (CRM) solution, including auditing all existing data sources, cleaning data, and implementing data segmentation

- Develops best practices for maintaining data accuracy and workflow with our existing fundraising and communications platforms (Classy and MailChimp)
- Maintains all aspects of our donor database, including but not limited to data entry, report generation, pledge tracking, and other constituent recordkeeping

Donor Cultivation

- Conducts strategic and systematic outreach to prospective major and corporate donors, tracks responses, and escalates opportunities to Executive Team
- Provides support with donor and constituent communications, including newsletters, direct mail campaigns, email solicitations, and other correspondences as assigned
- Processes and acknowledge gifts and pledges. Ensure that all acknowledgments are timely and conform to legal and IRS requirements
- Supports the production of development materials and fundraising appeals, including print, email, online content, and social media components
- Assists with planning, production, and digital mailing of our Annual Report
- Helps meet our Annual Gala fundraising goals and ensure sponsors and members receive their benefits and incentives
- Supports our Annual Gala, an “all hands on deck” event during the days leading up to and on the day of the fall event

Grants Management

- Collaborates with the Executive Director and NBK Parks team to build, improve, and streamline grant proposal and administration workflows, boilerplate language, and reporting practices
- Tracks deadlines, maintains a current calendar of proposal and report deadlines, and coordinates with other staff on the timely submission of grant deliverables
- Maintains organizational files for all funders and prospects, including submissions, award documents, acknowledgements, and grant-related correspondence
- Collaborates with the programming team on program evaluation and impact data collection, including identifying and developing opportunities to make data more accessible across the organization for grant application purposes

QUALIFICATIONS

- Bachelor’s Degree in data analytics, information technology, business administration, nonprofit management or work experience in a related field (i.e. nonprofit fundraising, digital marketing)
- Experience with Customer Relationship Management (CRM) platforms is required
- Advanced computer and research skills are required. This is an Apple/Mac iOS environment; software used daily includes: Adobe and Google Suites, Excel tables, Monday.com, Whatsapp, Zoom, Classy, and Canva



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- Experience developing fundraising campaigns on email marketing platforms with know-how in A/B testing, segmentation, and targeting
- Strong analytical skills and problem-solving abilities
- Ability to balance deadlines and near-term projects while advancing long-lead efforts
- Detail-oriented approach; dedicated to accuracy and timeliness
- Comfortable working in a tight-knit, collaborative, multi-disciplinary environment that demands flexibility while maintaining quality of work
- Solid communication and interpersonal skills, including the ability to collaborate with people of diverse backgrounds, experiences, and expertise
- Strong alignment with NBK Parks' vision, mission and approach and our organizational values of respect, equity, empowerment, accountability, and creativity
- Ability to handle highly confidential information with discretion
- Must be able to work an events-based schedule, including working weekends and nights as needed (comp time is provided to offset extra hours)

COMPENSATION AND HOURS

This is a full-time exempt position working approximately 40 hours per week Monday through Friday with occasional Saturdays or Sundays. The salary for the **Manager: Development** is \$60,000.

TO APPLY

Qualified candidates should submit a cover letter and resume (as one PDF document preferred) with "MANAGER: DEVELOPMENT" in the subject line to jobs@nbkparcs.org.

ABOUT NBK PARKS

North Brooklyn Parks Alliance's (NBK Parks), formerly known as Open Space Alliance, was founded 20 years ago in 2003. The organization is dedicated to fostering a vibrant and equitable network of parks and open spaces in Greenpoint and Williamsburg. nbkparcs.org / @nbkparcs

ABOUT UNDER THE K

Under the K Bridge Park is located under the Kosciuszko Bridge in Greenpoint, Brooklyn. When Under the K opened in 2021, it transformed seven acres of formerly underutilized land in Greenpoint's Industrial Business Zone into a space where culture and nature can thrive together. The park is programmed and maintained by the North Brooklyn Parks Alliance through an agreement with the New York State Department of Transportation. @underthek

North Brooklyn Parks Alliance is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law. NBKParks is committed to building a culturally diverse community and strongly encourages applications from candidates from underrepresented communities.