



DEPUTY DIRECTOR FOR EXTERNAL AFFAIRS

ByalaSearch LLC is pleased to announce that our firm has been retained by the Alliance for Young Artists & Writers to identify candidates for the position of Deputy Director for External Affairs.

ABOUT THE ALLIANCE FOR YOUNG ARTISTS & WRITERS

The Alliance for Young Artists & Writers, presenter of the Scholastic Art & Writing Awards, identifies teenagers with exceptional artistic and literary talent and brings their remarkable work to a national audience. Established in 1923 by Maurice R. Robinson, the founder of Scholastic Inc., the Awards began as a division of Scholastic until the Alliance for Young Artists & Writers, a 501(c)(3) nonprofit organization, was formed in 1994 to manage the growing program. Today, the Awards are the longest-running, most prestigious recognition program for creative teenagers across America and one of the largest sources of scholarships for young artists and writers. The Awards have an impressive roster of notable Alumni, including Tschabalala Self, Stephen King, Kay WalkingStick, José Parlá, Amanda Gorman, Charles White, Joyce Carol Oates, and Andy Warhol.

The Alliance provides creative teens with opportunities for recognition, exhibition, publication, and scholarships through the Awards in partnership with approximately 100 regional Affiliate Partners—school districts, museums, colleges and universities, libraries, and other educational organizations. Students in grades 7–12 (ages 13 and up) residing in the United States, U.S. territories or military bases, or Canada may submit work in 28 categories.



PRIMARY FUNCTION

Reporting to the Executive Director of AYAW, Christopher Wisniewski, the Deputy Director for External Affairs will be responsible for growing diverse revenue streams to achieve the current fundraising goal of raising \$2.5 million annually and for creating the strategy for a consistent institutional communications plan utilized by the entire organization. The Deputy Director will set the vision and implementation of AYAW's fundraising efforts and strategies as well as raise its organizational profile among a variety of constituents. The Deputy Director for External Affairs joins a newly organized team within a stable organization, supervising four direct reports in Individual & Institutional Giving and Production & Communications, and works collaboratively with staff across all departments as well as with colleagues at Scholastic, Inc.

POSITION DESCRIPTION

Role and Responsibilities:

- In conjunction with the Executive Director, develop an overarching fundraising and brand communications strategy that includes broadening and diversifying funding (both contributed and earned) streams to build year over year success;
- Design and execute a targeted philanthropic strategy that engages AYAW's existing pipeline of top prospects while surfacing new opportunities;
- Direct the key mechanisms to drive teen and teacher engagement, community building, alumni engagement, etc.;
- Direct the Marketing and Communications teams to create an overall brand and a compelling case that supports the organization's programmatic goals; create compelling fundraising materials and utilize them as a springboard for fundraising and donor relations;

- Create a culture of philanthropy at all levels of the organization from Annual Fund to Board level, leading to a pipeline of high-level Board members;
- Lead and model AYAW's overall development efforts, including solicitation of individual donors, grant writing, foundation and corporate support, and producing special events;
- Build on a growing alumni program to expand its scale and impact, leading to more robust participation;
- Establish close working relationships with a wide variety of external partners who might include donors, affiliates, professional organizations and programmatic collaborators;
- Successfully cultivate, solicit and steward major and principal gift donors, locally and nationally;
- Increase the national visibility of AYAW through communications strategies including print and digital publications, the website, social media, and PR;
- Serve as an effective spokesperson for AYAW's mission and activities through verbal and written communication and representing AYAW at donor and partner events;
- Complete additional duties as required.

Critical Competencies for Success:

- Ability to develop and implement a coordinated, comprehensive fundraising strategy, bringing along staff and the funding community, that includes individual donors, foundations and corporations while capitalizing on opportunities for support for an array of programs and critically strategic initiatives.

- History of modeling and soliciting five, six and seven figure gifts and increasing fundraising in all areas in order to support an organization's mission and programs while implementing metrics and accountability standards.
- Experience building an alumni program to scale, securing philanthropic funding to support such an initiative.
- Track record of elevating an organization's brand and profile for increased awareness among the national constituents and communities it serves and from which it seeks funds.
- Experience overseeing and creating an evolving communications plan for an organization as well as creating and implementing a long-range, data-driven institutional branding and marketing strategy.
- Teaming with executive and board leadership, has successfully imbued a culture of philanthropy into an organization at all levels.

Ideal Skills and Experience:

- Minimum seven years of leadership experience in a nonprofit external affairs role with a proven record of success in meeting annual fundraising goals and creating a marketing/communications plan;
- Willing to be hands-on in developing and executing a variety of strategies ranging from the internal day-to-day to external long-term strategy;
- Ability to maintain relationships with various stakeholders including staff, Board, educators, artists and program partners;
- Demonstrated leadership skills and experience in successfully managing and developing others;



- Ability to work effectively with a diverse national community;
- Effective communicator in written and verbal form, including exceptional interpersonal, networking, and presentation skills;
- High attention to detail, excellent organization skills, judgment and discretion.
- Experience utilizing donor databases and mentoring staff to do so; familiarity with DonorPerfect is preferred.
- Bachelor's degree required. Advanced degree preferred.

Other Characteristics:

The successful candidate will be dedicated to the mission of nurturing and developing young creative talent. The placement will be entrepreneurial with the desire to lead and work in a transparent team environment, partnering with other members of the staff to enhance the philanthropic function of the Alliance for Young Artists & Writers and to create a consistent communications strategy for philanthropy and the organization. The Deputy Director for External Affairs will be passionate about the opportunities AYAW offers to the young artist and writer community and will be able to effectively communicate this enthusiasm to peers and funders, thereby expanding AYAW's relationships.

The placement should work well with others, modelling collaboration and exercising good judgment in terms of leveraging resources and targeting communications channels and donors. The Deputy Director for External Affairs will be savvy about forming new partnerships and deepening relationships with existing partners and donors and at ease with collaborating both internally with staff and externally with public entities, thereby deepening donor connectedness and loyalty while advancing the organization's larger mission and programmatic goals. The ability



to troubleshoot, think creatively, and represent AYAW effectively are key attributes. The Deputy Director will be a team player who understands the dynamics of working within a small, well-established and productive team that is constantly dependent on and accountable to one another. The placement will be confident and know how to enable and mentor a team to perform at the highest level and achieve the best possible outcomes. The Deputy Director for External Affairs will be a sharp, sophisticated leader with a sense of humor who can articulate AYAW's mission to external audiences and have the strategic capacity to design a fundraising and communications plan to successfully advance the mission and grow the support of the Alliance for Young Artists & Writers.

WORK ENVIRONMENT

The current work environment is hybrid and flexible.

COMPENSATION

The compensation for the Deputy Director for External Affairs is targeted at \$130,000 to \$170,000.

KINDLY SEND NOMINATIONS OR EXPRESSIONS OF INTEREST TO:

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