

**English for New Bostonians**  
**Senior Director of Advancement**  
**2024**

English language learning unlocks the key to security for new Americans, whether they have lived in the U.S. for years or months, whether they are experienced professionals or frontline workers. English for New Bostonians (ENB), which serves individuals across Massachusetts, most recently at 14 state emergency shelters for new arrivals, employs multiple strategies so that immigrants can succeed. ENB ensures that English language learning classes are high quality; ENB partners with employers to make learning English convenient and connected to one's job; ENB connects parents to the schools their children attend and the curriculum they are learning; and ENB helps entrepreneurs to build generational wealth. Join ENB as our first **Senior Director of Advancement** to secure the future for additional generations of New Bostonians and New Americans.

**English for New Bostonians and Fund Development**

ENB's mission is to ensure access to high-quality English classes so that adult immigrants across race, education, and migratory backgrounds can pursue their aspirations and contribute to a Commonwealth that fully values their talents and voices. Since 2001, ENB has been at the center of bringing immigrant voices to the forefront so that policymakers, employers, residents, and immigrants themselves, recognize newcomers as the important assets they are to our economy, schools, workplaces, and community. ENB is a leader, not just in Greater Boston and Massachusetts, but increasingly as a model across the country. ENB's impact and programs have grown exponentially since the COVID-19 pandemic, resulting in a doubling in the size of the organization and its budget. This growth requires a thoughtful and experienced fundraiser eager to build upon ENB's unmatched reputation with institutional funders and individual donors. This role requires a gifted storyteller able to convey ENB's cutting edge work for immigrant education, workforce development and social justice to multiple audiences. ENB is critical to the success of Massachusetts as a community and an economy, because immigrants are key to that success.

Philanthropist MacKenzie Scott's Yield Giving program recently recognized ENB's critical role and exceptional program quality with a transformational, \$2 million grant. The Senior Director of Advancement will leverage the spotlight the Yield Giving grant provides, while building a plan from which ENB can scale fundraising for years to come. ENB remains a nimble, 15-person staff where multiple experts, often with lived experience, collaborate to have an outsized impact. Reporting to the Executive Director, the Senior Director will lead a team (currently 2 staff and grant writing and other consultants). Recognizing how to listen and pace change within a fast-moving nonprofit, while seizing the "low-hanging fruit," will be critical.

Long before Yield Giving's endorsement, ENB has enjoyed an excellent reputation with institutional funders as well as State and City agencies. ENB also hosts multiple events to celebrate and elevate immigrant voices while serving as an important anchor for its fundraising with corporate sponsors and individuals. With a focus on building ENB's individual giving function to complement these strategies, the Senior Director will ensure ENB's fundraising

efforts, across all sources of revenue, are coordinated effectively. Assessing how to strengthen ENB's recognition among philanthropists who support its mission, and build a strategic individual giving program, will be the key measure of success.

### **Responsibilities**

English for New Bostonians' Senior Director of Advancement will be a self-starter eager to design and build a fundraising plan that secures impactful individual giving and major gifts for ENB's growing portfolio. Building from ENB's strong support from private foundations and corporate sponsors, the Senior Director will be confident leading an integrated fundraising strategy as an accomplished all-around fundraising professional. The strategy should connect ENB's support from foundations with a thoughtful approach to building a community of individual donors who understand the urgency of ensuring immigrants' path to success. The successful candidate will be eager to plan, execute, and assess fundraising initiatives that leverage ENB's strengths and reflect ENB's commitment to immigrant communities.

Responsibilities will be varied and include the following:

- Tell ENB's story, effectively and engagingly, to wider audiences and new philanthropic leaders, quickly getting to know the many elements of ENB's work, constituency, and partnerships.
- Develop an effective, measurable, long-term development plan, aligned with the strategic plan, that establishes ambitious and achievable goals for ENB, each team member, and any new fundraising initiatives.
- Leverage ENB's Bloomerang database to identify current, prospective, and lapsed donors, and identify a portfolio of those with significant capacity to make major gifts to ENB, engaging the Executive Director as appropriate, to launch a leadership gift initiative.
- Manage responsibilities to ensure time for direct stewardship and solicitation and maintain an active portfolio of individual prospects and donors of your own.
- Manage proactively both overall fundraising strategy and day-to-day details to ensure ENB executes every event or initiative at the highest level of quality and events contribute to a larger individual giving effort.
- Lead the development team, as well as the entire ENB staff in fostering a culture of philanthropy across the team and the greater ENB community.
- Work with the Executive Director and Board leadership to expand the Board's fundraising success in supporting the organization. Partner with and support the Development Committee to inspire and best engage their talents and time.
- Partner with and support the ENB Leadership Team to further ENB's work overall.
- Execute a successful annual appeal, engaging donors at all levels in ENB's long-term success.
- Align foundation relations with the overall development strategy, ensuring the consultant grant writer and others have the support and resources they need to succeed.
- Lead and oversee the development team in planning, enlisting sponsors for, and carrying out ENB's three signature events (Raising Our Voices, Immigrant Small Business Pitch, and the Language of Food) within an overall fundraising plan that wisely uses ENB's limited resources.

- With the development team, track fundraising data and produce regular reports to permit the organization to accurately plan and track progress, and execute a course of continuous improvement as needed.
- Oversee growth and implementation of ENB's communications strategy, building the public's understanding of and recognition for ENB's mission across all media.

### **Qualifications**

The Senior Director of Advancement position will require a candidate with energy and experience who enjoys serving as a fundraising generalist, but is eager to take the time to identify and cultivate major donors for ENB's mission. No one candidate is likely to have every experience or every quality, and ENB encourages candidates to think creatively about how their background might further this work. Ideal qualities and qualifications include the following:

- A passion for advancing immigrant communities and English language learning. A background with or lived experience in learning English would be a plus.
- Experience assessing, planning, and executing a fund development strategy for an organization with \$3.5 million or more in revenue, including ideally 7 or more years in fundraising for a mission-based nonprofit and relevant education or training.
- Demonstrated success in stewarding and asking for gifts of five figures or more.
- Previous responsibility for a successful annual appeal with year over year growth, both retaining donors and attracting new supporters.
- Experience overseeing fundraising campaigns, beyond the annual fund, such as those aligned with a specific day, initiative, or matching opportunity.
- Experience managing a small team of staff and consultants, and managing up to support the Executive Director, colleagues across ENB, and the Board.
- Excellent writing and communication skills to effectively convey ENB's impact in proposals, appeals, notes, public remarks, or social media posts.
- Event planning or support is valuable, with corporate sponsorship solicitation and stewardship important.
- Facility with donor databases.
- A data-informed approach to fundraising.
- Volunteer management or organizing for events or other efforts would be helpful.
- Both creativity in planning, but also demonstrated persistence in following through on large-scale projects and critical small details.
- Integrity, transparency, a commitment to collaboration and a sense of humor are all important!

### **Salary and Benefits**

Along with friendly colleagues, a great mission, and a new office in downtown Boston, the successful applicant can anticipate a salary range of \$100-\$125,000, three days in the office and two from home, and the following benefits:

- Excellent health and dental benefits.
- 403(b) retirement plan, with additional contribution by ENB after two years.
- Generous paid time off package including annual office closure Christmas – New Year's.

**To Apply**

English for New Bostonians is working with Carolyn O'Brien, LLC/CoCo Search for this search. Please upload your application [here](#), including a detailed resume, thoughtful cover letter, and a link to your LinkedIn profile. Early applications will receive priority review. All applications or nominations will be gratefully received, acknowledged, and reviewed.

*English for New Bostonians is an Equal Opportunity Employer and is committed to ensuring our staff and board reflect the racial, ethnic and linguistic diversity and lived experiences of the immigrants and others we are privileged to serve. People of color are highly encouraged to apply.*