



**Make-A-Wish® Metro New York and Western New York**  
**Associate, Wish Alumni**

<b>Job Title:</b> Associate, Wish Alumni	<b>Location:</b> New York, NY
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**Reports to:** Chief Marketing Officer

**Supervisory Responsibilities:** Volunteers/Interns

<b>Type of position:</b>	<input type="checkbox"/> Exempt <input checked="" type="checkbox"/> Nonexempt
<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Intern	

**Make-A-Wish Metro New York and Western New York** creates life-changing wishes for children with critical illnesses. Nationally, Make-A-Wish is recognized as one of the top-10 children’s charities in America. The Metro New York and Western New York chapter has been recognized regionally and nationally for its stewardship and workplace culture, has been awarded 4 stars from Charity Navigator, named one of the *50 Best Nonprofits to Work For (2010-2012)* by The Non-Profit Times, and was a finalist of the 2013 New York Community Trust–New York Magazine Nonprofit Excellence Awards. The chapter has won the prestigious *Power of One Award*, presented annually by Make-A-Wish America to the chapter that contributes significantly to the greater good of the Make-A-Wish Foundation beyond their own territory, the only chapter to win the award twice.

The Metro New York and Western New York chapter serves a 23-county region, including the five boroughs of New York City; Nassau County, Long Island; as well as Buffalo, Rochester and 17 counties in Western New York. The chapter raises more than \$11 million annually, of which more than \$10 million is derived from fundraising. The organization celebrated its 30<sup>th</sup> Anniversary and the granting of its 10,000<sup>th</sup> wish in Metro New York in 2013.

**Position Summary**

Reporting to the Chief Marketing Officer (CMO) in the NYC Headquarters, the Associate, Wish Alumni will be a proactive member of the organization, advancing the Make-A-Wish agenda in the Metro New York region.

The Associate, Wish Alumni is a newly created position which will play a key role in building Wish It Forward (WIF). WIF is a new initiative to grow an engaged alumni community with the strategic goals of increased revenue and higher engagement through volunteering, experience sharing, and event participation. WIF is an inclusive process to engage wish families through feedback, regular communication, and network building. This program will create a high impact, very-close-to-the-mission community who will commit their time, experiences, and financial support to expand our reach and foster continued growth.

The successful candidate will be an excellent project leader and team player who juggles multiple tasks and priorities and exercises sound judgment, working across all departments of the organization as required. The position requires superior relationship building and managing, outstanding communication skills, and a solid understanding of the multiple stakeholders in the Make-A-Wish community. The ideal candidate has experience as a project leader, an understanding



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of the nuance of working with a variety of stakeholders, cultural competency, and is creative and thoughtful when interacting with communities and building relationships.

#### **Primary Duties & Responsibilities**

- With the CMO, help to define and implement yearly growth plans and goals, identify budgets and assign KPI's. Anticipate opportunities and implement appropriate actions to build program and connect departments to goals.
- Work closely with the department leads in Development, Wish Granting, Volunteer Resources and Medical/Community Outreach (and their teams) to develop and evolve Alumni program to achieve maximum effectiveness and results.
- Collaborate with IT and Operations leads to develop process efficiencies, ensure tracking in Raiser's Edge is consistent, reportable and transferrable, and gather & populate monthly reporting that reflects program results.
- Develop strong alumni and family network and identify individuals who may be suitable for fundraising, donating, volunteering and speaking.
- Oversee and/or conduct wish "satisfaction" calls with wish recipients and/or family.
- Work across the organization to ensure effective communication with senior colleagues and advise and direct weekly activities of other team members executing the program.
- Develop and execute program communications and collateral in partnership with Marketing. Ensure that all work reflects positively on the Make-A-Wish brand.
- Coach volunteers, board, staff, and other stakeholders to elevate the alumni program.
- Collaborate with MAWA as a best practice test case to grow WIF throughout enterprise.
- Coordinate and manage WIF interns & volunteers as needed.

#### **Competencies**

- Communications - Exhibits good listening and comprehension; Expresses ideas and thoughts verbally; Keeps others adequately informed; Selects and uses appropriate communication methods.
- Manages - Navigates challenges with sensitivity and confidence; Responds to the needs of executive and volunteer leaders; Meets commitments.
- Planning & Organization - Integrates changes smoothly; Prioritizes and plans work activities; Sets goals and objectives; Uses time efficiently; Works in an organized manner.
- Quality - Fosters excellent quality work; Adopts best practices; Ensures that all written work reflects positively on the MAW brand.
- Use of Technology - Adapts to new technologies; Demonstrates required skills; Keeps technical skills up to date; Troubleshoots technological problems; Uses technology to increase productivity.



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### Qualifications

- A Bachelor's degree, preferably with a focus in social work, business management, project management, or communications.
- 2-4 years' professional experience in program management, communications, or fundraising.
- Exceptional communications skills with audiences including community, corporate, professional, volunteer and media constituencies.
- Ability to manage multiple projects simultaneously and achieve objectives.
- Available to work a varied schedule; evenings and weekends to ensure coverage at professional seminars and events.
- General computer proficiency required. Experience with database systems, such as Raiser's Edge, a plus.
- Ability to work autonomously in a changing environment while keeping supervisors appropriately apprised of issues, problems, opportunities and progress.
- Commitment to and a passion for the mission of the Make-A-Wish Foundation.

### Disclaimer:

The above statements are intended to describe the general nature and level of work being performed by people assigned to this position. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

### How to Apply

Interested candidates should email a resume and cover letter with salary requirements to Gina Florescu, Chief Marketing Officer at: [gflorescu@metrony.wish.org](mailto:gflorescu@metrony.wish.org). **Application deadline is Friday, October 19<sup>th</sup>.**