

# POSITION SPECIFICATION

Chief External Relations  
Officer



# TABLE OF CONTENTS

<b>SNAPSHOT</b>	<b>3</b>
<b>ABOUT UNIVERSITY SETTLEMENT</b>	<b>3</b>
Mission	3
Values	3
Diversity Statement	4
Programs	4
What is University Settlement's impact?	5
Executive Leadership	6
<b>THE OPPORTUNITY</b>	<b>6</b>
Role + Responsibilities	7
MISSION CRITICAL OBJECTIVES   First 6-12 Months	8
<b>THE INDIVIDUAL</b>	<b>8</b>
Professional Experience + Qualifications	8
Management Style + Personality Attributes	9
Education + Certifications	9
<b>CONTACT INFORMATION</b>	<b>10</b>
Executive Search Team	10



## SNAPSHOT

**Position Title:** Chief External Relations Officer

**Reporting To:** Executive Director

**Location:** New York, New York

**Website:** <https://www.universitysettlement.org>



## ABOUT UNIVERSITY SETTLEMENT

University Settlement partners with 40,000 New Yorkers on the Lower East Side and in Brooklyn every year to build on their strengths as they achieve healthy, stable, and remarkable lives. For over 130 years, they have collaborated with their neighbors to pioneer highly effective programs that fight poverty and systemic inequality. Established in 1886 as the first Settlement House in the United States, they bring the values of that movement into the 21st century by meeting New Yorkers where they live, listening deeply to all perspectives, engaging with every individual holistically, and creating space for people to organize. Joining together with their neighbors to advocate for justice and equality, University Settlement helps build community strength. They work with New Yorkers of all ages. University Settlement infuses a commitment to civic engagement, equity, and communal action into each of their programs, which include early childhood education, mental health and wellness, benefits assistance and eviction prevention, adult literacy and education, healthy aging, community and recreation centers, performing and visual arts, and youth development.

### Mission

University Settlement's mission is to empower families by building on their strengths and knowledge through the provision of comprehensive quality services that meet current needs, innovative programs that anticipate future needs, and advocacy on behalf of families.

### Values

- ❖ Excellence
- ❖ Dignity

- ❖ Integrity
- ❖ Inclusiveness

- ❖ Mutual Accountability



## Diversity Statement

University Settlement is committed to fostering, cultivating and preserving a culture of diversity, equity, inclusion and belonging. All staff are a part of this work. University Settlement has been on an explicit journey to become an anti-racist institution for the last five years. This is a commitment at every level of the organization, beginning with the board of directors. They are a large, multi-service settlement house that works with community members of all ages and in many disciplines to build stronger, vibrant neighborhoods. Working against racism and other structures of oppression that deny access, opportunity, equity, health and whole personhood is completely aligned with their mission.

## Programs

**Early Childhood** - Every year, they support 1,500 young children and families with a spectrum of education and care services including center-based learning, neighborhood-based family childcare, and home-based assistance.

**Advocacy / Community Action** - They work with and on behalf of community members to advocate for social justice, secure access to resources, and support policies that empower New Yorkers to achieve healthy, stable, and remarkable lives. Key issues include access to safe housing, healthcare, and quality education.

**Housing Stability** - Their eviction prevention program provides New York City community members with housing case management, counseling, and financial management services, all of which help families steer clear of eviction crises and preserve their affordable homes.

**Youth Development** - Through 17 afterschool sites, they offer programming to nearly 4,000 youth at the elementary, middle, and high-school levels annually. Their approach is rooted in positive youth development and social emotional learning frameworks that build students' self-awareness, self-expression, and self-management skills.

**Mental Health** – They offer a range of services in both traditional and nontraditional settings in order to reach residents across neighborhoods, in whatever capacity they are most comfortable, offering “right fit” services to clients seeking emotional and behavioral support.

**Creative Arts** - Recognizing art as a powerful tool to build the social wellbeing of communities, they offer two distinct, transformative arts programs. The Creative Center harnesses the healing power of art, connecting with older adults, patients and survivors, and healthcare staff. The Performance Project works to build equity in the arts by facilitating collaboration between artists and recent immigrants, seniors, and public housing residents.

**Literacy** - 400+ low-income, immigrant adult community members from the five boroughs access their fully integrated 10-month English literacy and civics education program annually, acquiring communication,



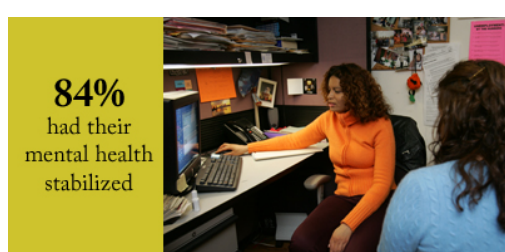
decision-making, and life-long learning skills they need in their roles as family members, citizens, and employees.

**Older Adults** - They engage over 2,100 low-income seniors annually through a network of services including meals, health, wellness, and recreational activities, case assistance and management, housing counseling, and referral resources. Services are offered at four Manhattan sites, or through targeted support and technology for homebound seniors.

## What is University Settlement's impact?

University Settlement is:

- ✓ Strength-based
- ✓ Community-based
- ✓ Holistic
- ✓ Integrated across programs



## Executive Leadership



### **Melissa Aase, M. Div., MSW, Executive Director, University Settlement**

Melissa Aase assumed the role of Executive Director in January 2013. She has worked at University Settlement since 1992, as a social work student doing welfare rights organizing, and then as case manager and supervisor for youth development, employment, and homelessness prevention programs, then as Director of Project Home for seven years and Director of a sleep-away summer camp for two. From 2003 to 2012, she was a part of the senior management team as the Director of Community Development, where she oversaw the Houston Street Center, Older Adults Program, Project Home, and The Creative Center, as well as new community, strategic partnerships, and intra-agency projects. Ms. Aase also serves on the board of the International Federation of Settlements and Neighborhood Centers and is the past Executive Director of that organization, a membership organization representing over 11,000 neighborhood centers worldwide. She is a member of the Women's Leadership Council since its inception, and a board member of the United Neighborhood Houses of New York, the federation of 42 settlement houses across New York State. She has a Master of Divinity from Union Theological Seminary and Master of Social Work from Columbia University. Prior to working at University Settlement, she managed a small homeless shelter, and worked in public policy and community organizing positions in New York and in her home state, Washington.

## THE OPPORTUNITY

University Settlement (US) is seeking a Chief External Relations Officer (CERO), as it unwinds a long-standing merger with The Door. This new role will lead US's fundraising and communication efforts, including fundraising and cultivation/stewardship events, individual and major gifts, donor relations, and government, foundation and corporate grants. This position will oversee communications, marketing plans and strategies; including public relations, media relations, online giving, social media and other digital communications, key messaging and storytelling – ensuring that communications and fundraising activities complement and amplify each other. Leading a talented team and reporting to the Executive Director, the CERO oversees a team of eight including the Director of Communications; Director of Individual Giving; Director of Government and Foundation Grants; Development and Communications Coordinator; and Grants and Data Administrator. This team is responsible for raising over \$45 million annually with approximately \$6.5 million of that being private funding and rest government grants.





The CERO serves as a member of the Executive Team and is a key player in helping position the organization externally, building a reach to the right audiences and developing a plan of implementation. The position serves as a liaison to US's Governing Board and will, in partnership with the Executive Director and the Board, bring on new board members and help them to deliver the message of the mission.

## Role + Responsibilities

### Leadership and Management

- Strong collaboration with the Executive Director, Program Directors, and other Executive Team members to develop fundraising strategies to support agency activities.
- Contribute to practices, learning and leadership on DEIB initiatives as they relate to philanthropy, fundraising and the organizational mission.
- Work with Executive Team members to create new programs and initiatives that are attractive to funders and consistent with the mission and organizational goals.
- Work with the Executive Director to engage board members as active participants in fundraising.
- Develop and/or maintain systems and structures that provide support and accountability for the department and its activities.
- Ensure that External Relations Department functions as a team that is respectful, flexible, creative, mission driven, and successful.
- Hire, supervise, set goals with and for, and review the performance of External Relations Department staff, and provide strong support and guidance to the team.

### Fundraising/Development

- Bring forward ideas for new fundraising strategies, evaluate current plans, campaigns, and events and adjust or discontinue as appropriate.
- Collaborate with the Director of Institutional Giving who manages the organization's government and foundation grants team.
- Work closely with the Director of Individual Giving to develop individual, major, and planned giving.
- Monitor fundraising trends in the community and region and adapt, as necessary.
- Oversee special events to ensure goals are met for all fundraising events while managing outside vendors and consultants.
- Implement and oversee management strategies for major donors.

### External Relations

- Oversee a comprehensive communications plan that keeps supporters and partners informed, engaged, and enthused.
- Manage brand awareness and marketing strategies.
- Support strategies to ensure the agency "speaks with one voice" in all communications, engaging program staff where appropriate.



- Direct communications efforts to ensure that all production, coordination, and implementation of materials for events, program, public relations, and branding are carried out via print, electronic, and social media outlets.

## MISSION CRITICAL OBJECTIVES | First 6-12 Months

- In partnership with the Executive Director and the Board, bring on new board members and develop policies and procedures around Board governance, Board giving and engagement.
- Build on the current team and bring everyone together in a cohesive and collaborative team.
- Increase the year-on-year fundraising to reach and exceed current goals with a focus on individual giving.
- Build up the donor base, increase acquisition of donors through social media, events and annual giving campaigns.
- Develop the infrastructure of fundraising and build the culture of philanthropy through systems structure and process.

## THE INDIVIDUAL

The CERO will be a strategic thinker who has a collegial and collaborative management and engagement style and is experienced with a complex and dynamically evolving, not-for-profit human services organization. The successful candidate will have the ability to see the big picture, have experience positioning an organization and then creating and implementing a plan.

## Professional Experience + Qualifications

- A minimum of ten (10) years of experience in fundraising and/or marketing with increasing responsibility in managing others, preferably in the non-profit sector.
- Demonstrated experience with multiple areas of giving such as annual fund, major gifts, campaigns, events, foundation and corporate support/sponsorship, government grants, planned gifts, marketing and communications.
- Proven success in securing five- to seven-figure gifts; and building and stewarding relationships with individuals, corporations, foundations and public sector funders.
- Evident experience and success in building and/or managing a development staff and budgets to achieve strategic and annual goals.
- Demonstrated skill of managing multiple fundraising initiatives, including major gifts, events, and grants.
- Strong verbal and written communication skills with experience in development and marketing related writing.



- Superior interpersonal skills and ability to project professional competence, leadership capability, and personal maturity.
- Ability to present in a convincing and professional manner and to inspire and generate enthusiasm among donors, volunteers, staff and stakeholders.

## **Management Style + Personality Attributes**

- Ability to effectively manage change and lead through ambiguity.
- Proficiency in working effectively on a team or independently.
- Collaborative work style that motivates and empowers others to be their best.
- Exhibits strong judgement under high stress situations.
- Entrepreneurial and a self-starter with the ability to delegate.
- Possess excellent interpersonal skills that are reflected in an ability to interact professionally, build trust, and that model the values of the organization.
- Possess a strong sense of integrity and ethics.

## **Education + Certifications**

- Bachelor's Degree required, MBA or master's degree preferred.

## CONTACT INFORMATION

Leveraging deep vertical experience, innovative thinking, and proven time-saving methodologies, McDermott + Bull challenges the norm and thrives in the recruitment of difficult-to-find VP to C-Suite executive talent. We value a personalized service model while having the resources and capabilities of the world's largest search firms. With experienced partners in the United States, Canada, and Europe, we are the trusted retained search advisor for empowering change on behalf of private and public companies, nonprofit organizations, private equity firms, and their operating companies.



### Executive Search Team



**Sue Waterbury** serves as a **Managing Director** at McDermott + Bull in the New York office, where she leads East Coast business development, with a practice focused on the nonprofit sector, family offices, and family foundations.

She has become a trusted advisor to senior executives and trustees on hiring leaders and developing corporate culture. Prior to her career in search, Sue spent two decades in senior sales positions within the emerging market finance sector working as Vice President of Deutsche Bank and Goldman Sachs.

Sue serves on the Advisory Board of Citizens Committee for Children and was one of the founding board members of EMPOWER. Sue resides in New York City and East Hampton and is an avid golfer. She has a BA in French and psychology from Villanova University.



**Katherine Biely** serves as an **Executive Recruiter** for McDermott + Bull where she works closely with the firm's Managing Directors sourcing senior leadership teams for clients. Her responsibilities include candidate research and recruiting; pipeline management and candidate flow; as well as performance feedback.

Before coming to McDermott + Bull, Katherine gained executive recruiting experience in the nonprofit space. She had previously worked in legal recruiting, both in-house and for a large law firm. At the start of her career, she practiced labor and employment litigation at Gibson, Dunn & Crutcher for clients in the media and entertainment, retail, and technology industries.

Katherine received her Bachelor of Arts in psychology and political science from the University of Missouri, her Juris Doctorate from the University of Chicago Law School, and she is licensed to practice law in California.



# McDERMOTT + BULL

WE'RE PRO YOU.

2 Venture, Ste 100 | Irvine, CA | 92618

[mbexec.com](http://mbexec.com)

