



## **Development Associate**

The Horticultural Society of New York (the Hort) seeks a **Development Associate** who will collaborate across departments to shape and then guide the strategy for all communication to our donor network, for our website, and public relations messages and collateral to consistently articulate The Hort's mission and increase the organization's visibility within the funding community. The Associate is an excellent writer and storyteller with an understanding of how to engage with a variety of stakeholders on behalf of the organization.

### **Responsibilities**

#### *Audience Engagement & Fundraising*

- Develop and implement a communication strategy with major donors and individual constituents for the purpose of soliciting funds
- Create, optimize, and execute digital and social media content that clearly articulates The Hort's goals and impact.
- Write press releases, talking points, and marketing copy
- Draft communication for Board Members to utilize for the purpose of recruitment, presentations, and solicitation
- Track data, analyze outreach success
- In partnership with the Business Development Manager create flyers, brochures, website, presentations, and social graphics focusing on content
- Develop content for quarterly funder reports, the Annual Report and the internal staff newsletter.

#### *Database Management*

- Serves as the primary manager of our fundraising database, DonorPerfect
- Develop a strategy to utilize database to increase fundraising
- Input gifts, maintains and updates data, pull lists as requested, updates constituent and foundation notes
- On a bi-weekly basis prepares and mails out donor acknowledgement letters

### **Required Qualifications**

- Bachelor's degree or equivalent work experience
- Two or more years in a similar role
- Ability to handle sensitive information with the highest level of confidentiality



- Familiarity with Constant Contact, Hootsuite, social media, Canva, and Adobe
- Experience with WordPress
- Experience with donor management software with a preference for DonorPerfect
- Experience working with Microsoft Suite and Excel
- Strong ability to multi-task, prioritize, and juggle multiple projects in a fast-paced environment
- Ability to take the initiative on projects and tasks with minimal oversight
- Basic graphic design including Adobe Suite and Canva
- Efficient content creator
- Excellent, highly-detailed writer
- Ability to deliver grammatically correct copy
- All employees must be vaccinated against COVID-19 and authorized to work in the US

### **Preferred Qualifications**

- Interest, coursework, or experience in horticulture and gardening
- Comfort with Sharepoint and OneDrive
- Fluent in Spanish

### **Physical Requirements**

- Comfort working on a computer for prolonged periods of time

### **Benefits**

The Hort offers all Full-Time regular employees a generous Paid Time Off package, termed Life Insurance Policy and Employee Assistance Program. Pre-tax benefits include transit, Flexible Spending Account, medical, dental, and vision insurance.

### **Additional Details**

-Salary Range: \$50,000-\$55,000

-Schedule: Monday to Friday

-Employment Classification: Full-Time Regular

-Reports To: Senior Director of Administration

### **How to Apply**



To be considered please email a thoughtful cover letter, resume, and two writing or marketing samples to [jobs@thehort.org](mailto:jobs@thehort.org) with "Development Associate" in the subject line. Incomplete applications will not be considered. No phone calls.

*The Hort is committed to workplace diversity and inclusion. It is an equal opportunity employer and does not discriminate on the basis of race, ethnicity, age, religion, gender, marital status, sexual orientation, disability, veteran status, political orientation or any other characteristic protected by federal state or local law.*

*We provide reasonable accommodations to qualified individuals with disabilities to enable them to perform the essential functions of the job. Reasonable accommodations are also available for these individuals during the hiring process. Please email [jobs@thehort.org](mailto:jobs@thehort.org) should you require a reasonable accommodation during the hiring process.*