



Position: Program and Development Manager

Location: New York, NY (*F.Y. Eye is currently operating remotely due to COVID-19*)

Type: Full-Time

About F.Y. Eye:

We are a unique New York City-based marketing and advertising nonprofit working with other nonprofits, community-based organizations, and government clients to better communicate Public Service Announcements (PSAs) and information about legal, social, financial, educational, civic, and healthcare services available to New Yorkers in need.

Position Summary:

The Program and Development Manager is an essential position in our small, but mighty, creative team. The successful candidate will work independently, running the day-to-day operations of all F.Y. Eye's programs as well as working closely with the Executive Director on development campaigns to assist in raising funds for our important work. The Program and Development Manager will also facilitate and grow the [PSA Network™](#) and the [Impact Artist Collective™](#) and [manage media planning and buying](#) for our nonprofit and government clients as well as execute innovative PSA campaigns. This position is a unique opportunity for an organized, versatile and entrepreneurial project manager who is passionate about social change.

Primary Roles and Responsibilities:

- **Manage and expand the PSA Network, NYC's first community media cooperative**, including supporting and monitoring existing partners and expanding this cornerstone program to new sites across the five boroughs. You will also manage the digital technology consultants, vendors and support staff involved.
- **Oversee and grow the Impact Artist Collective**, a community of creative people who use their skills for the public good. You will matchmake artists with specific clients/projects, oversee and direct the work.
- **Identify and manage media planning, buying and creative service campaigns** for nonprofits and government agencies, including identifying strategic communication strategies according to client goals and budget. You will ensure the highest-quality product and experience.
- **Be our partnership maven** by identifying opportunities for strategic collaborations that align with short- and long-term organizational goals and by building relationships with a range of diverse partners. These collaborations may include engaging nonprofits, government and social enterprise organizations for fee-for-service projects or pro-bono support, as well as media vendors and artists.

- **Monitor, measure and evaluate impact across all F.Y. Eye's programs**, including establishing performance standards to ensure both individual campaigns as well as organizational programs are monitored and evaluated for excellence. You will create regular reports for internal and external stakeholders on how programs, content, and services are delivered, supporting findings with data and ensuring we are constantly learning and responding to feedback from constituents and stakeholders.

Additional Responsibilities:

- **Development:** Support development in all aspects of the organization including identifying, acquiring and communicating with new and existing donors, planning events and writing grant proposals and reports.
- **Infrastructure:** Oversee the accuracy and integrity of F.Y. Eye's databases by ensuring that all information is kept up to date.

Qualifications:

- Bachelors' Degree required with a minimum 6+ years' experience developing, managing and evaluating program and growth strategies in a nimble entrepreneurial environment.

Skills and Competencies:

- Deep commitment to community, civic engagement and diversity, equity and inclusion.
- Expert project manager, adept at multitasking, unintimidated by uncertainty, and a driver of bottom-line results and outcomes.
- Action-oriented, entrepreneurial, flexible, and innovative approach to program management.
- Exceptional interpersonal, written, and verbal communication skills.
- Analytic and decisive decision maker with the ability to prioritize and communicate key objectives and tactics necessary to achieve organizational goals.
- Able to connect with and represent F.Y. Eye with diverse stakeholders.
- Strong experience preferred in advertising, marketing, public relations and/or media experience.
- Passionate about public interest work, strong work ethic, integrity, resilience, a sense of humor, and a positive attitude.
- Experience with Salesforce, Microsoft 365 and Mailchimp.
- Familiarity and comfort with navigating a fast-paced professional environment.

Salary:

Salary is competitive and commensurate with qualifications and experience. A benefits package will be provided.

How to Apply:

Please send a cover letter, resume and 2 references to: info@fyeye.org.

No phone calls. Only candidates who are selected for interviews will be contacted.

Application deadline:

Applications will be reviewed on a rolling basis and will continue until the position is filled.

We seek to serve New Yorkers in need. They are at the center of the work we do; and thus we strongly encourage applications from people who currently identify and/or have lived experiences as someone from a marginalized community to apply. F.Y. Eye provides equal opportunity for all job applicants and employees and is committed to providing a work environment free of discrimination. F.Y. Eye conducts our recruitment and hiring without regard to race, color, religion, gender identity, sex, sexual orientation, national origin, age, marital status, pregnancy, physical or mental disability, genetics, veteran status, or any other characteristic protected by applicable federal, state, and local law.