



Executive Director
Unite NY
Remote in New York State
<https://unityny.org/>

THE ORGANIZATION

Do you believe New Yorkers can revolutionize a political system that is not responsive to voters? Are you the person to lead that change?

At Unite NY, we believe the voice of every New York voter matters. Regardless of political persuasion, New Yorkers know we can do better than the two-party doom loop we're stuck in—with more than 3.5 million voters choosing not to register with a political party.

Should we settle for the status quo? Can we the people really help nudge our leaders to change the system?

It's time to find alternate ways to increase citizen participation in New York, making it possible for us to work together with leaders who will implement common sense solutions. Unite NY is a statewide, New Yorker-driven, non-partisan organization focused on: building a network of involved New Yorkers, informing and empowering citizens through research, partnerships and educational efforts; and state and local advocacy on important issues of reform that will help fix our broken system.

At Unite NY, we're committed to making room for more voices and more choices.

For additional information, please visit Unite NY website at <https://unityny.org/>.

THE POSITION

Reporting to the Board of Directors, Unite NY's next ED will lead a growing organization to achieve pro-voter electoral reforms across the state. Unite NY's power is in its people – its dedicated staff, volunteers in every region, partners at organizations with shared goals, and allies among key decision makers across the state. The next ED will have a passion for inspiring the range of people who will make change possible while concurrently building the infrastructure and systems needed to responsibly grow the organization. Experience in communications, marketing, and policy are all essential, as are established relationships with New York State political decision makers. The next ED will be a seasoned leader who understands the current trends in New York politics, and beyond, and who is unafraid of treading into uncharted territory and solving big problems through collaboration and experimentation. Unite NY's ED must believe its mission is achievable, and worth the hard work to achieve it.

Specific Responsibilities

Lead

- Develop and implement strategic and execution plans to achieve the organization's mission and meet ambitious objectives in these three areas: membership growth, education and research, and legislative advocacy.
- Drive fundraising efforts to diversify and grow Unite NY's donor base combined with meeting or exceeding annual fundraising goals.
- Oversee daily operations of the organization, including staff management, financial health, compliance and quality assurance.
- Partner with the board of directors to ensure excellent governance.
- Foster a culture of learning, innovation, and continuous improvement within the organization.

Build

- Ensure the responsible growth of the organization by creating effective systems for fundraising, marketing and communications, and operations.
- Build and lead an effective team dedicated to fulfilling the organization's mission through highly successful content, events, research, and community engagement.
- Develop an actionable plan for efficient and transparent financial operations and managing monthly cash flow.
- Continuously monitor and evaluate program effectiveness and recommend changes to improve the organization's impact.
- Liaise with national and state organizations to develop the relationships and partnerships necessary for amplifying Unite NY's impact.
- Strengthen and leverage existing relationships with business, family office and social impact leaders to develop synergetic efforts and extend Unite NY's reach.

Represent

- Serve as the face of the organization and participate in external events to increase visibility, credibility, and market brand, and develop strategic partnerships to further increase community awareness and expand programs.
- Develop and maintain relationships with key stakeholders, including funders, partners, and the broader community.

- Increase awareness of the organization by being the main spokesperson and proactively generate earned state and national media opportunities.
- Participate in external events to increase visibility, credibility, and market brand, and develop strategic partnerships to further increase community awareness and expand programs.
- Oversee all external communications, including website, marketing collateral, newsletters, and social media.

Qualifications

- Ten or more years of experience in political strategy, non-profit leadership, or community development.
- Extensive experience in fundraising, public relations, marketing, and advocacy in New York State.
- Creative approach to outreach, including experience with digital and traditional marketing tools.
- People-first leadership with demonstrated experience in non-profit management.
- Entrepreneurial mindset, with innovative approach to business planning.
- Dynamic and charismatic team player who enjoys being the public face of an organization.
- Proven ability to develop and grow relationships with donors, volunteers, and stakeholders.
- Ability and drive to make data-driven decisions across constituencies.
- Exceptional verbal, written, and visual communication skills to express the mission, vision, and goals with clarity, passion, and persuasion.
- Ability to work with a Board of Directors, staff, volunteers, and stakeholders.
- Experience in strategic brand or advocacy campaigns preferred.
- Be located near, or willing to spend significant time in, Albany during Legislative Session; and be committed to visiting partners and attending events statewide.
- Bachelor's degree (or equivalent) in Political Science, Marketing, Communications, Public Relations or related fields required; Master's degree (or equivalent) in business, human resources, or finance preferred.

For inquiries, nominations and applications, please contact:

Cathy McGeever, Managing Partner

610-924-9100 • cfmcgeeever@lambertassoc.com



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Lambert & Associates

222 S Manoa Road, Suite 201 • Havertown, PA 19083

www.lambertassoc.com