



**Position Available:** Communications & Development Associate (Full-Time)

**Overview of the Organization:**

Chhaya is the only South Asian and Indo-Caribbean Community Development Corporation (CDC) in the nation. Our mission is to build community power, housing stability, and economic well-being of the South Asian and Indo-Caribbean communities in New York. Since our founding in 2000, Chhaya has helped prevent hundreds of foreclosures; assisted first-time homebuyers in obtaining thousands of dollars in down-payment assistance, led the basement legalization campaign in New York City, provided individuals with key immigration services, empowered families with financial management tools and skills, and fostered the civic engagement of thousands of South Asian and Indo-Caribbean New Yorkers. As a leader in New York City's housing and economic justice sector, Chhaya is poised for significant organizational growth and development. Our main office is in Jackson Heights and we have a second location in Richmond Hill - two neighborhoods in Queens with vibrant South Asian and Indo-Caribbean communities.

**Summary of the Position:**

Chhaya seeks a driven, forward-thinking, and creative individual to fulfill a key role with operational responsibility for Chhaya's communications. This individual will also help grow and strengthen the organization's portfolio of funders and donor prospects. The Communications & Development Associate works closely with the Development Manager and the leadership team to help shape and execute the messaging and branding of Chhaya's work as well as assist on comprehensive projects that include gift processing, data management, donor communications, and other aspects of development operations. A competitive candidate is an organized and energetic individual with exceptional writing skills, experience in storytelling and social media management, and a passion for Chhaya's mission.

This position will report to the Development Manager.

**Key Responsibilities:**

*Communications*

- Support the development and execution of a comprehensive communications strategy and plan to build and promote Chhaya's brand
- Increase Chhaya's visibility as a leader on key strategic programmatic issues and initiatives
- Cultivate and manage press relationships, in addition to monitoring relevant news and activity and keep Chhaya's leadership informed
- Ideate, draft, and edit press releases, media statements, website blog updates, op-eds, etc.
- Manage website, develop new content for blog, and track, report, and analyze data and website performance
- Draft and publish monthly organizational newsletter providing updates to supporters on Chhaya's work
- Own and execute social media strategy for Chhaya across various channels and support the day to day management of the social media calendar
- Collaborate closely with program leads on communication strategy and goals for each program
- Support the creation of collateral for program and fundraising needs

### *Development*

- Help manage Chhaya’s fundraising activities and initiatives; tracking deadlines and supporting the overall management and coordination of fundraising projects and donor solicitation
- Conduct prospect research, identifying and generating new funding opportunities, including compiling financial and organizational data on prospective funders
- Support the coordination and preparation of grant proposals and reports for funders, including researching and preparing materials for team collaboration
- Ensure accurate data and record input into databases
- Support event planning and management
- Coordinate project planning and communication with other departments; implement process to collect client stories from all departments
- Participate in and administer various meetings, including fundraising committee coordination
- Other responsibilities, as needed

As a member of the Chhaya staff, additional responsibilities may be added related to special events, critical initiatives, and other special cases that require full staff participation (some evenings and weekends). Further, as a Chhaya team-member, it is every employee’s responsibility to help further the organization’s mission by building a work-culture centered around ownership, accountability, fairness, inclusiveness, and fun.

### **Qualifications:**

- At least two years of experience in communications and public relations, preferably in the nonprofit sector
- Strong communicator with excellent writing, speaking, copy-editing, project management, and interpersonal skills
- Experienced manager of social media and/or media relations
- At least two years of professional experience, ideally working within a fundraising role or in a non-profit setting with an understanding of development/fundraising roles
- Knowledge of best practices and experience with SEO, digital analytics, and social media/digital communications
- Experience in Microsoft Office Suite, GSuite, Canva, Adobe Creative Cloud Suite, email tools(Mailchimp, etc.), social media management tools, Salesforce (preferred) and other communication tools
- Must be a creative and strategic thinker with good judgment, problem-solving skills and ability to make independent decisions in a quickly changing environment
- Skillful relationship manager with the ability to navigate sensitive and politicized spaces, relationships, and decision-making
- Ability to work independently, while collaborating cross-functionally across the organization
- Ability to work in an organized, efficient manner with a high level of accuracy, attention to detail, and follow-through
- A self-starter with an entrepreneurial spirit and willingness to wear “multiple hats” if and when needed
- Strong personal commitment and passion for Housing, Economic, and Social Justice
- Flexible schedule with the ability to work some weekends and evenings



**chhaya**

Community Development Corporation

- Familiarity with Jackson Heights, Richmond Hill, and the South Asian and immigrant communities of New York City
- Sense of humor – a plus

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

**To Apply:** Please send a cover letter, resume, two references, and a brief writing sample to [careers@chhayacdc.org](mailto:careers@chhayacdc.org) with the subject line “ Communications & Development Associate – Application”.

Applications will be accepted until October 31, 2022. Only applicants under consideration will be contacted. No phone calls please.

*Chhaya CDC is an equal opportunity organization that celebrates and embraces diversity. Chhaya does not discriminate on the basis of caste, race, religion, color, sex, gender identity, sexual orientation, age, or any other identities covered by appropriate law. All employment is decided on the basis of qualifications, merit, and organizational need.*