

POSITION PROFILE

Organization	BloomAgainBklyn
Position	Executive Director
Location	New York, NY
Reporting	Founders, Caroline and Rick Anderson
Schedule	Part-time (27–29 hours/week), with the opportunity to transition to full-time as the organization grows
Compensation	\$85,000–\$95,000 (Exempt)
Website	https://www.bloomagainbklyn.org/

About BloomAgainBklyn

Founded in 2015, BloomAgainBklyn is a 501(c)(3) nonprofit dedicated to reducing social isolation and loneliness by creating meaningful connections through repurposed flowers. We rescue flowers from weddings, events, florists, and retailers that would otherwise go to waste, transforming them into thousands of floral arrangements that bring beauty, social connection and joy to older adults and other vulnerable New Yorkers.

Through a unique combination of volunteer engagement, sustainability, education, and community partnerships, BloomAgainBklyn operates five signature programs that serve communities across New York City:

1. **Flower Upcycling:** Our flagship volunteer program brings together hundreds of volunteers to repurpose donated flowers into more than 2,200 arrangements each month for hospitals, senior centers, shelters, and community organizations.
2. **Floral Wellness Workshops:** Interactive workshops that use flowers as a vehicle for creativity, conversation, and connection, helping reduce social isolation among older adults and other vulnerable populations.
3. **Agents of Change:** Our intergenerational education program partners with NYC public schools to teach students about sustainability, volunteerism, empathy, and community engagement. Students learn floral design while creating arrangements for older adults, fostering meaningful connections across generations and demonstrating how small acts of kindness can have lasting impact.
4. **Corporate Social Responsibility (CSR) Workshops:** Hands-on volunteer experiences that enable corporate partners to give back while strengthening employee engagement through meaningful community service.
5. **Wedding & Event Flower Rescue:** The only program of its kind in the New York metropolitan area that collects flowers from weddings and events for redistribution throughout the community, reducing waste while expanding BloomAgainBklyn's reach.

Today, BloomAgainBklyn partners with more than **90 community and corporate organizations**, engages **3,500 volunteers annually**, and serves more than **22,000 recipients each year** across New York City.

As the organization enters its next chapter, BloomAgainBklyn is investing in its first Executive Director to help strengthen operations, expand fundraising, deepen partnerships, and **scale the organization two to three times our current size to serve significantly more New Yorkers over the next three to five years.**

The Opportunity

Reporting to the Founder and working closely with the Treasurer and Board of Directors, the Executive Director will serve as the organization's operational and strategic leader.

This is an opportunity for an entrepreneurial nonprofit leader who enjoys building organizations. The Executive Director will oversee day-to-day operations while helping shape BloomAgainBklyn's long-term strategy, expand fundraising efforts, deepen community partnerships, and develop the systems and team needed to support continued growth.

The ideal candidate is equally comfortable meeting with corporate donors in the morning, reviewing a budget in the afternoon, and jumping in to solve operational challenges whenever needed. They thrive in lean organizations where collaboration, creativity, and resourcefulness are essential.

Key Responsibilities

As the Executive Director, you will:

Organizational Leadership & Strategy

- Partner with the Founder and Board to execute BloomAgainBklyn's strategic vision and long-term growth plan.
- Build the operational infrastructure necessary to scale the organization over the next three to five years.
- Establish organizational goals, metrics, and reporting processes to measure impact and organizational health.
- Regularly communicate organizational performance, priorities, and opportunities to the Board.

Operations & Program Leadership

- Oversee BloomAgainBklyn's staff and portfolio of community programs, including Flower Upcycling, Floral Wellness Workshops, Agents of Change, Corporate Social Responsibility Workshops, and the Wedding & Event Flower Rescue program, ensuring each delivers measurable community impact while supporting the organization's strategic growth objectives.

- Identify opportunities to expand existing programs, including Agents of Change into additional schools and communities, and develop new initiatives aligned with BloomAgainBklyn's mission.
- Ensure efficient coordination of volunteer operations, flower sourcing, community partnerships, and program delivery.
- Identify opportunities to improve processes, increase operational efficiency, and support sustainable growth.
- Manage annual budgeting, financial planning, and expense oversight in partnership with the Treasurer.

Fundraising & External Relations

- Partner with the Founder, Board, and Development team to develop and execute a comprehensive fundraising strategy.
- Cultivate relationships with individual donors, foundations, corporate partners, and community organizations.
- Support grant development and stewardship efforts.
- Identify new funding opportunities and strategic partnerships that increase awareness and expand BloomAgainBklyn's impact.

Community & Organizational Ambassador

- Serve as a visible ambassador for BloomAgainBklyn throughout New York City.
- Strengthen relationships with flower donors, community partners, volunteers, corporate sponsors, and civic organizations.
- Represent BloomAgainBklyn at community events, speaking engagements, and fundraising activities.

Team Leadership

- Lead, mentor, and develop BloomAgainBklyn's staff while fostering a collaborative, mission-driven culture.
- Help clarify organizational priorities and ensure effective communication across staff, volunteers, and Board committees.

Ideal Candidate Profile

Professional Experience

We're looking for someone who is excited by the opportunity to help build a growing nonprofit organization. While no candidate will possess every qualification, strong candidates will bring many of the following:

- 5+ years of nonprofit leadership, management, or equivalent experience
- Demonstrated experience leading teams and managing operations

- Track record of fundraising, business development, donor cultivation, or partnership development
- Strong financial management and budgeting skills
- Exceptional organizational and project management abilities
- Excellent written, verbal, and public speaking skills
- Entrepreneurial mindset with the ability to balance strategy and execution
- Comfortable working in a collaborative, fast-paced, and evolving environment
- Passion for community engagement, volunteerism, and BloomAgainBklyn's mission

Preferred

- Grant writing experience
 - Marketing or communications experience
 - Experience working with nonprofit boards and volunteer-driven organizations
-

Why Join BloomAgainBklyn

This is a unique opportunity to help shape the future of an organization with an extraordinary mission and a proven track record of community impact.

As Executive Director, you'll work alongside an engaged Founder and Board while leading BloomAgainBklyn through its next chapter of growth. Your work will directly expand opportunities for connection, reduce social isolation, and bring beauty to thousands more New Yorkers each year.

Media:

- Forbes, [This Brooklyn Nonprofit Blooms Year Round, Providing Bouquets to Those In Need](#)
- New York Times: [An Overlooked Cure for Loneliness](#)
- Brooklyn Daily Eagle, [BloomAgainBklyn gives flowers second life at Brooklyn Botanic Garden exclusive "Rose Night"](#)
- Crain's New York Business, [Caroline Anderson Recognized as a Notable Leader in Philanthropy](#)

Additional media found [here](#).

To Apply

Please send your resume and a cover letter (or include your interest in the body of your email) to **caroline@bloomagainbklyn.org**.

If you're excited about BloomAgainBklyn's mission and believe you could make a meaningful impact, we encourage you to apply.

BloomAgainBklyn is proud to be an Equal Opportunity Employer.