

DIRECTOR OF DEVELOPMENT

JOB DESCRIPTION

Classification: Full Time Salaried; Exempt
Hours: Monday – Friday 9:00 am – 5:00 pm
Supervised by: President/ CEO
Positions Directly Supervised: None

FUNCTION

The Director of Development is a senior member of the Arts Council’s management team with the primary function of diversifying and expanding revenue sources to reduce dependency on Occupancy Tax funding. Overseeing the design and implementation of a comprehensive annual fundraising plan to include program sponsorships, membership/donorship, endowment, and grant writing initiatives. The Director of Development leads change initiatives to support overall agency advancement and all revenue generating activities for the Arts Council. The Director of Development contributes to the creation of agency priorities, strategies, tactics, and other annual work plans as it relates to resource cultivation and revenue development for the organization.

The Director is a lead staff liaison to the Board Finance and Marketing Committees and other committees as assigned.

JOB DUTIES AND RESPONSIBILITIES

The following is a summary of the primary essential functions of the position. Specific tasks related to the Director of Development position may change from time-to-time depending on the needs of the organization. The position works under the overall direction of the President and CEO working in concert with the Executive Vice President.

- 1) **Organizational Leadership** – provides leadership to the agency through the design and implementation of short- and long-range revenue development plans. Participates in strategic planning meetings and contributes to the creation of agency priorities, strategies, tactics, and other annual work plans to support Development activities for the agency.
 - a) Leads the effort to establish revenue development policies, strategies and guidelines that expand the fundraising potential of the agency and reduce dependency on Occupancy Tax funding.
 - b) Provides vision, passion and expertise on matters related to stakeholder engagement, fundraising and resource cultivation to a broad range of diverse individual donors, businesses, and other constituents.
 - c) Leads engagement effort to build strategic, long-term relationships with the Arts Council’s current donors. Cultivates new relationships within the community that build the agency’s visibility, impact, financial resources, and influence. Broadens the base of support for the cultural sector with existing and new partnerships in the community.
 - d) Serves as a lead staff liaison to the Board’s Finance Committee and works in partnership with the Director of Marketing with the Board’s Marketing and Engagement Committee. May also serve as a liaison for other committees as assigned.
 - e) Leads and motivates Board, staff, and others in revenue-driven activities. Works jointly with the Executive Vice President and the President/CEO to develop Board fundraising capacity.
 - f) Maintains a close working relationship with other Directors at the agency collaborating and sharing resources to grow the organization’s revenue-building capacity.

2) Agency Development and Fundraising – responsible for planning, organizing, and directing the Arts Council’s development and fundraising endeavors.

- a) In coordination with the Executive Vice President, leads the development of a comprehensive annual fundraising plan that supports an expanding agency budget. Components of the plan will include, but are not limited to, annual individual and corporate membership/donorship and donor incentives, sponsorship campaigns, major gifts, and planned giving. Works directly with Executive Vice President and other staff to lead grantwriting activities to fund Arts Council initiatives. Plans and articulates specific priorities and strategies for other revenue development channels, such as crowdfunding, as needed.
- b) Forecasts fundraising income and establishes goals tied to exceeding annual income forecasts and donor growth objectives. Provides analysis of development activities, tracks donor prospects, and prepares status reports as required to update Board and staff.
- c) Utilizes data to drive organizational tactics that broaden financial support for the Arts Council and other cultural partners. Identifies new means of utilizing, sharing, and analyzing data to add value to the cultural sector.
- d) Oversees all campaigns and works in coordination with the Director of Marketing to prepare and produce development promotional mailings, printed materials, social media posts, and other marketing collateral as needed.
- e) Develops and implements a Donor Stewardship Program to acknowledge and thank all donors and sponsors, including those who provide in-kind donations to include those associated with Public Art .
- f) Works with the Director of Finance to assure that all donors, sponsors, and others who provide direct or in-kind support to the Arts Council receive timely and accurate tax receipts and/or other necessary documentation and accurately reported on the annual audit.

3) Administration and Management – responsible for the day-to-day coordination of resource development activities and other related administrative tasks.

- a) Develops and manages department budget and has overall accountability for department finances. Prepares financial and/or statistical reports as requested.
- b) Reviews, evaluates, and improves all processes, measurements, information systems, *etc.*, to maximize the department’s efficiency and effectiveness.
- c) Leads, motivates, and coaches staff as it relates to resource development. Meets routinely to review department goals and work plans to ensure accountable, goal-oriented outcomes.

4) General Program and Services Duties

- a) Serves as liaison to various development-related community and state organizations, as directed by the President and CEO
- b) Assists other Arts Council departments and program areas as needed; provide proactive division support for major Arts Council programs, festivals, public art, special events, and other activities as directed.
- c) Understands and adheres to the budget of the Arts Council of Fayetteville/Cumberland County and abides by the guidelines set forth in the Arts Council By-Laws, personnel policies, and procedures.

QUALIFICATIONS:

The following qualifications, or equivalents, are the minimum requirements necessary to perform the essential functions of this job:

EDUCATION AND FORMAL TRAINING:

- Bachelor of Arts degree and five year’s experience in fundraising and resource development.

WORK EXPERIENCE:

- A minimum of five years of experience in nonprofit fundraising with a proven history of achieving revenue growth, including experience developing and implementing comprehensive giving programs, is required.
- Three years experience in a leadership role as part of an organizational team working collaboratively is desired.

KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED:

- Extensive knowledge of nonprofit fundraising processes. Proven ability to analyze complex data sets and turn insights into successful fundraising or marketing strategies.
- Excellent communication and people skills. Must be comfortable communicating to senior business executives and elected officials, as well as artists and/or educators, and able to serve as an exemplary advocate of the Arts Council and the cultural sector.
- Must be highly skilled in building and growing relationships with donors, media agencies, volunteers, and co-workers to successfully achieve mutual goals. Proven ability to work cooperatively with a board of trustees and within board-driven committees.
- A strong commitment to the mission and vision of the Arts Council. Must be able to effectively communicate the mission, goals, strengths, and potential of the agency. Must demonstrate an understanding of the Arts Council's dedication to excellent donor stewardship and fulfillment of sponsorship agreements.
- A passion for and understanding of the cultural sector and its work in the community.
- An understanding of and sensitivity to the ethnic, socio-economic, disability and gender diversity of the community.
- Excellent organizational skills and the ability to prioritize work to meet defined goals, objectives, and deadlines. Ability to assume additional responsibilities, when necessary, work cooperatively as part of a team, and maintain a positive attitude at times of increased workload.
- Ability to maintain strict confidentiality of sensitive information.
- Proficiency in using standard office equipment and computer applications, including database software.
- High computer literacy and ability to learn modern technologies quickly.
- Proficiency in Microsoft Office Suite required. Functional knowledge of Adobe Suite or other marketing software a plus.
- Strong organizational and leadership skills with a great attention to detail.
- Ability to work and think independently, as well as in collaboration with others.
- Ability to plan and prioritize multiple projects in a fast-paced environment and work under pressure.

WORK ENVIRONMENT: The work environment described below represents those an employee encounters while performing the essential functions of this job.

- Position will have workspace at the Arts Council offices and will perform work on-site and off-site as required. Work is performed in a fast-paced environment that requires a high degree of adaptability and flexibility.
- Regular working hours are usually daytime hours with five days on (Monday-Friday) and two days off (Saturday and Sunday). Working days and hours may vary during special events and in response to agency needs. Attendance and participation at events and activities throughout the cultural community will be expected outside of normal office hours and on weekends as needed. A flexible schedule to account for afterhours work can be accommodated.
- Some travel during the workday, using personal vehicle, may be required to and from events and other community functions.
- Work environment is guided by the Employee Handbook.

PHYSICAL REQUIREMENTS: Occasionally will be asked to lift and carry boxes/packages up to 25 pounds, and set-up/clean-up materials. Physical activity increases during special events, and the ability to stand, walk and or sit for long periods of time will be required. Speech and hearing skills are required for communication with people in interviews or in groups. Visual skills are required in preparing publicity materials, typing, proofreading, and using a computer.

SALARY & BENEFITS: Compensation will range from \$45,000 to \$50,000 per year. After 90 days, new employee benefits include health insurance, vision, life, and dental coverage. Other benefits include paid time off (PTO) and a 3% matching contribution toward a qualifying SIMPLE IRA.

The Director of Development position is a full-time, exempt position for the Arts Council. The Arts Council of Fayetteville/Cumberland County is an equal opportunity employer.

HOW TO APPLY

Qualified candidates should submit a Resume and Letter of Interest along with salary requirements to Recruiting@theartscouncil.com with 'Development Director' in the subject line.

The Letter of Interest should address the following Pre-Screening Questions (provide brief descriptions):

- The Development Director is **NOT** a remote position. Do you reside in Fayetteville, North Carolina, or the surrounding area?
- Do you have a bachelor's degree and at least five years' experience in fundraising and resource development?
- Do you have experience fundraising for a nonprofit organization?
- Have you created and managed fundraising campaigns?
- What fundraising channels do you have the most expertise in?
- Are you experienced in working under strict deadlines?
- When would you be available to start?

The position is opened until filled. No telephone calls, please.