



## Development Director - Position Description

**Deadline:** Ready to hire immediately.

**Schedule:** Full-Time, Monday-Friday. Flexible hours, evenings and weekends on an as-needed basis.

**Location:** Arts Council office on the Tannery Arts Center campus in Santa Cruz; regular travel to Watsonville and North County. Reliable transportation needed.

**Reporting:** This position reports directly to the Executive Director

**Supervisory Responsibilities:** Development Coordinator

### **Salary & Benefits:**

- \$70,000 - \$75,000
- Full-time exempt position, 40 hours a week. We believe in work-life balance, and are committed to keeping the workload in alignment with the true hours worked
- 10 vacation days, 12 sick days, 11 paid holidays, and a flexible, family-friendly schedule
- We provide medical, dental, and vision insurance with the Arts Council covering 100% of the costs of the insurance package and 30% dependent coverage

**Who we are:** For 38 years, Arts Council Santa Cruz County has led the charge to support the unique, ever-evolving Santa Cruz County arts community. We're passionate advocates for the arts and the organizations and people who make art happen. We believe in the power of the arts to transform our community, and our daily work of art reflects that belief. Our staff and board team are deeply committed to and fired up about our mission to lead, connect, and invest in the arts in order to stimulate creativity and vibrancy in Santa Cruz County.

**The job:** We're looking for a dynamic, motivated, and passionate Development Director who embraces both the heart and science behind sales. We seek someone who understands the meaningful engagement required to garner donor, investor, and corporate support, and who is fearless in reaching out, making connections, and securing the resources we need to carry out our mission. The ideal candidate will be whip smart and a critical thinker; intuitive and authentic; warm and personable; detail-oriented and strategic. Excellent oral and written communication skills are essential.

Our current fundraising goal is approximately \$2 million annually, comprised primarily of foundation and government partners and a growing number of individual donors and business sponsors. The Board of Directors recently approved an exciting new five-year strategic plan focused on substantial programmatic growth and internal capacity building. We anticipate increasing contributed revenue to at least \$2.5 million over the next five years.



### **Fundraising Duties and Responsibilities (the brass tacks):**

- **Provide visionary leadership for the Arts Council’s fundraising and community relations strategies.** Pursue new opportunities in the development of resources, prioritize and map out options, work with staff to execute the most promising ideas, and evaluate the results. Sustain and grow existing relationships, with emphasis on upgrading gifts from current donors.
- **Refine, strengthen, and expand current fund development plan.**
- **Lead mid-level individual and corporate giving.** Directly manage a portfolio of mid-level individual and corporate donors (\$100-\$5,000 annually). Develop an underwriting/donor recognition program to solicit increased individual and corporate support for Arts Council activities. Work closely with the Communications Director to develop and distribute compelling materials to support solicitation. Involve the Executive Director and board members in fundraising activities as needed to support building fruitful relationships.
- **Coordinate major donor and legacy giving program.** Support the Executive Director and board in major gifts and planned giving fundraising including: developing priorities and identifying prospects, planning and executing cultivation, stewardship, and solicitation activities. Directly manage a small portfolio of major donors (single and multi-year gifts of \$5,000 to \$50,000).
- **Manage a meaningful gratitude process for all donors.**
- **Enhance our culture of philanthropy, supporting fundraising as a team effort.** Work with Executive Director, board chair and the Development Committee to energize directors, staff, and volunteers as partners in fundraising. Engage and support staff in uncovering new fundraising opportunities and offering superb donor experiences.
- **Oversee the coordination of all grant proposals.** Support the Development Coordinator in coordinating timeline, materials, application submittal, and reporting for all renewing/repeating grants. For new grants over \$30,000, ensure communication with Executive Director and management team to coordinate creation of materials.
- **Work closely with Executive Director to develop presentations, speeches, and messaging.**

### **Leadership & Management Responsibilities**

- **Spread the word.** Evangelize for the Arts Council locally. Serve as a partner to the Executive Director in sharing the Council’s story and recruiting potential donors, volunteers, and supporters at community events.
- **Participate as a member of the Management Team.** Working with the Executive Director, Communications Director, Deputy Director, and Finance Manager to:
  - Participate in the development, articulation, and tracking of organizational strategy
  - Take an active role in the visioning, fundraising, and evaluation of new, complicated, or ambitious projects



- Encourage and support entrepreneurial thinking and resource development opportunities across all Arts Council programs
- **Directly supervise the full-time Development Coordinator.**

**And you? You have/are:**

- A track record of success in fundraising and/or sales. A strategic thinker about how diverse forms of engagement, cultivation, and donation levels work together. Comfort and experience with many types of fundraising, including annual giving, donor gatherings, corporate sponsorship, membership programs, major gift programs, direct mail appeals, and planned giving. Familiarity with eTapestry or other donor management programs.
- A most excellent communicator. You are comfortable speaking in public, talking with strangers, engaging with groups.
- A planner who plans months in advance, meets deadlines, and loves to keep everything on track.
- Fearless in reaching out and selling.
- Confident and collaborative approach to work. Willing to tell your boss what to do. Willing to jump in to help others on the team to reach their goals.
- Able to think big picture and enjoy focusing on the details – enjoy visioning the forest, but pay attention to the very leaves on the trees.
- A big picture, strategic thinker who can also dive in and get your tasks done. A self-directed coordinator, planner, and executor of projects.

**Also...**

- You track and measure everything. You pay attention to your campaigns and if something isn't working, you are comfortable switching gears and trying something different. You hold yourself accountable to deadlines and timelines.
- You have superb relationship building skills: personal, diplomatic, a great listener, and passionate about helping people realize their dreams through their support of the Arts Council.
- You manage staff with generosity, compassion, and care; make the space and give support so the team can do their best and highest work.
- You embrace the Arts Council's core values and mission.

**What's it like to work with us?** "Fit" at the Arts Council is as important as skills and experience. We operate a highly collaborative and supportive workplace where staff is largely self-directed. We all have the opportunity and are expected to contribute not just to our own work but also to the strategic direction of the organization. We work hard, we have fun. We take responsibility for mistakes and celebrate successes. We live and breathe by our core values: collaborative, adaptable, innovative, service-oriented, and effective and professionally run. A sense of humor and a compassionate disposition



are required. We are an award-winning Family Friendly Workplace; we always have plenty of chocolate and coffee; and we love our work.

Most importantly, we are all here to be of service to the arts and to our community.

**And Now For Something Completely Different:** The ideal candidate will have the majority of the skills outlined in this job description. However, if you beautifully fit most, but not all, of the bill, apply anyway. In either case, be direct in your cover letter about your strengths, interests, and “fit” for this position.

The Arts Council is an equal opportunity employer. People of color and people who are English/Spanish bilingual are strongly encouraged to apply.

### **What does our hiring process look like?**

- We will review applications on a rolling basis until the position is filled.
- We will begin scheduling and conducting phone interviews as soon as we identify strong candidates.
- If you get invited for an in-person interview, we will ask for some prepared materials relevant to this position.
- Finalists will be invited to a second interview, and we will make an offer shortly thereafter.

**To apply:** Please send your resume and a cover letter as a single PDF with the naming convention Development\_Director\_Application\_(your last name) outlining your interest in and fit for the position to [info@artscouncilsc.org](mailto:info@artscouncilsc.org). In your cover letter, please do not restate information we'll find in your resume. Tell us why this opportunity lights your fire, and why you would be an amazing fit at the Arts Council. Applications without a cover letter will not be considered.