

# MANAGEMENT CONSULTANTS FOR THE ARTS

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**POSITION PROFILE**  
**SUNSET CULTURAL CENTER**  
**DIRECTOR OF DEVELOPMENT**  
**CARMEL-BY-THE-SEA, CALIFORNIA**

Sunset Cultural Center, Inc. (SCC) seeks a dynamic fundraising professional with an interest in community engagement for the position of Director of Development.

The organization is currently experiencing an exciting phase of institutional development with steady annual growth in budget size, contributed income, and program development. The Director will be responsible for evaluating, modifying, and executing a comprehensive strategic development and community engagement plan for SCC's future, including potential major campaigns and new engagement initiatives within the next five years. Working closely with the Executive Director, Membership Manager, Community Engagement Manager, and the Board of Directors, this critical team member will lead the planning and implementation of development strategies for the overall organization to support its expanding mission. This individual will enthusiastically liaise with multiple interest groups, positively representing the Sunset Center in the community and establishing relationships with untapped audiences and diverse stakeholders.

## **BACKGROUND AND CURRENT ENVIRONMENT**

Sunset Cultural Center, Inc. was formed in October of 2003 to manage the historic Sunset Community & Cultural Center. What began as a public school in 1926 has been transformed into a state-of-the-art performing arts center with an intimate 718-seat theater, stunning gothic architecture, and incredible acoustics. The organization's \$3 million annual operating budget includes the presentation of 20-25 main stage programs each season, a comprehensive outreach and arts education effort, and the employment of 14 full-time staff members. Additionally, the Sunset Center oversees the historic outdoor Forest Theater also located in idyllic Carmel-by-the-Sea.

Under the mantle of Sunset Presents, SCC presents a wide range of world-class performances and live events including global & popular music, comedy, theatre, spectacle, spoken word and dance. The Sunset Center prides itself on programming a lineup with diversity, sophistication, and star-power. SCC also administers three programs that inject the arts into schools throughout Monterey County. Two

newer initiatives, *Turnaround Arts: California* and *The Kennedy Center's Partners in Education* program, combined with the long-standing signature program *Classroom Connections* demonstrate the Sunset Center's commitment to providing arts education opportunities for local school communities. In addition, the Sunset Center complex houses complementary arts organizations such as the Arts Council for Monterey County, Carmel Bach Festival, the Center for Photographic Art, and the Carmel Yoga Center.

### **ABOUT CARMEL-BY-THE-SEA AND THE MONTEREY PENINSULA**

Located on California's Central Coast, Carmel-by-the-Sea is known for its natural beauty. The village itself is a mere one-mile square consisting of charming cottages, art galleries, and restaurants, all within a very walkable environment. The Sunset Center is located just three blocks south of Ocean Avenue, the village's main thoroughfare. The Monterey Peninsula and surrounding areas are home to a diverse community of over 140,000 people (with over 400,000 people living in Monterey County.) Tourism is the area's major industry and the arts and cultural play an integral role in enhancing the quality of life of residents across the Peninsula.

### **POSITION AND KEY RESPONSIBILITIES**

The Director of Development will:

- With the senior leadership of the Center, establish and execute a strategic and comprehensive development plan that will support the operating and capital needs of the Center for the present and the long term.
- In collaboration with the Executive Director, the Board of Directors, and staff, develop and execute the research, organization and implementation of the Center's fundraising from individual, corporate, foundation, and government sources. Key initiatives include the ongoing identification and cultivation of individual and corporate donors, with particular focus on accessing new constituencies and major gift development, and on the development and implementation of a more comprehensive stewardship program through planned giving.
- Work with the Executive Director and the Board of Directors to motivate and strengthen their role and engagement in fundraising and understanding of best practices; take an active role in serving and supporting the Board and the Development Committee.
- Work closely with staff, board members, and other volunteers to maximize the effectiveness of the Center's special events, including the annual fall gala event.
- Nurture and further develop the Center's growing Community Engagement programs.
- Manage the staff, activities and growth of the Development Department and the Center's membership programs.
- Supervise and manage the research and preparation of all foundation, corporate and government grant proposals, including research of new funding opportunities, and oversee grant administration and reporting.
- Serve as a visible, articulate spokesperson for the Center and cultivate relationships in the community. Manage and oversee the formation and maintenance of necessary development materials, reports and records; in collaboration with the Finance Director, manage the department's financial reports and budget; monitor budget and control expenditures.

## **QUALIFICATIONS**

The successful candidate will:

- Be an accomplished fundraising professional with proven ability in the cultivation, solicitation, and stewardship of individual, corporation, foundation, and government donors and a demonstrated track record in the management of successful development programs. Prior capital/endowment campaign experience a plus.
- Be a strong leader with experience in managing, mentoring and motivating staff and volunteers, and the ability to inspire those working with them toward accomplishing common objectives.
- Be a proactive, trustworthy individual, who works effectively with the Executive Director, Board of Trustees, donors, volunteers, and inside staff, and who enjoys taking an active, public role as a representative of the Sunset Cultural Center.
- Possess excellent verbal and written communication skills, and the ability to engage a wide range of donors, demonstrate patience with a wide variety of personality types, and build effective long-term relationships.
- Understand and support the mission of the Sunset Cultural Center, appreciate the important role cultural institutions play in the life of a vibrant community, and have the ability to articulate this mission and role to others.
- Be someone with initiative, diligence and follow through, who enjoys working as a team player but also has the capability to work independently and as a self-starter, in a collaborative environment that includes some evenings and weekends.
- Have computer literacy and experience with fundraising technology and integrated database systems. Digital and social media experience a plus.
- Have, at minimum, a Baccalaureate degree, and at least five years of progressive fundraising experience preferably in the arts.

The ideal candidate will also:

- Have a passion for and commitment to the arts and their advancement.
- A sense of humor and positive attitude.
- Have a desire to be part of the greater Carmel-by-the-Sea community.

## **COMPENSATION, START DATE, AND APPLICATION PROCEDURE**

This position is currently open and will be filled as soon as the right candidate is identified. This is a full-time position with a salary commensurate with experience and organizational budget. Benefits include:

- Health Insurance
- 403 (b) retirement plan
- Vacation time and holiday breaks

[Louise Kane](#) and [Jason Palmquist](#) of Management Consultants for the Arts are the consultants leading this search. To be considered for this position, you must submit pertinent information and attach a current résumé, a cover letter of no more than 1½ pages outlining your experience and desire to be considered for this position, three professional references (please include name, email, phone and relationship), and salary expectations utilizing our online application system:

<https://mcaonline.com/searches/development-director-sunset-cultural>

Once all your materials have been submitted online, you will receive a confirmation of your submission via the email address you have provided in the application. For clarification on any of this information, please contact Christy Wall at [cwall@mcaonline.com](mailto:cwall@mcaonline.com).