



Director of Development and Communications

Organization Overview:

The Durham Arts Council (DAC) is a 501(c)(3) nonprofit and leading local arts agency in North Carolina dedicated to supporting the arts in Durham and the entire Triangle Region. For 65 years DAC has served the community as a catalyst in the cultural development of Durham - it leads, inspires, and promotes excellence in and access to the creation, experience and active support of the arts for all the people of our community. We do this through:

- **Serving the Public:** Providing and supporting arts programs, classes, exhibits, festivals, arts integration programs in schools, and arts events for residents, students and visitors of all ages.
- **Serving the Arts & Cultural Community:** Providing facility space, grant support, employment, exhibition, sales and performance opportunities, training, advocacy and information services for artists and arts and cultural organizations.
- **Leading Arts and Cultural Planning, Advocacy and Creative Placemaking:** Providing arts and creative economy research, arts advocacy, and development of the SmART Initiative downtown arts corridor.

Each year DAC serves over 400,000 visitors and program participants, over 2,000 artists, and more than 300 arts and cultural organizations through its services. DAC's service to the community has grown substantially in the last ten years with 153% increase in number of people served through existing and new programs. DAC seeks to grow support for its mission and current programs and develop support for new initiatives in a rapidly growing arts and cultural scene in Durham.

Our home is the Durham Arts Council Building, a city owned, multi-purpose community arts center in downtown Durham, North Carolina and our signature event, CenterFest, is Durham's annual street arts festival.

The Durham Arts Council 2018/2019 operating budget is \$3 million with approximately 50% from earned revenue and 50% contributed. DAC is governed by an active Board of Trustees and managed by 10 full-time professional staff members plus part-time staff and contracted service providers.

Durham Arts Council is in downtown Durham, a vibrant, diverse and fast-growing city of approximately 250,000. Durham is part of the larger Research Triangle region of North Carolina, with a metro population of well over 1,200,000. The area is a center for education, research, health care and technology industries that require a strong cultural, educational and entertainment base to attract qualified employees. A recent 2018 national study cites Durham as #7 in U.S. mid-size cities for arts vibrancy.

Summary of Position:

Reporting to the Executive Director, the Director of Development and Communications is a senior level position that is responsible for planning, developing, managing, implementing, and growing a comprehensive fundraising and marketing effort to support the Durham Arts Council. Development strategies include building relationships and increasing funds from all areas of contributed revenue including: government support, foundation grants, corporate and individual giving, major gifts, planned giving, special events, sponsorships and in-kind support. Communications includes guiding and driving institutional marketing and public relations with ever-growing diverse

audiences, constituents and supporters, ensuring that DAC's mission and value is clear and embraced in the community. In addition, this person will represent DAC as an engaged member of the community and serve on the organization's leadership team.

We encourage you to apply if you have a demonstrated ability to:

- Develop and implement both traditional and creative fundraising, and marketing strategies to advance the organization's resource development efforts and profile in the community.
- Identify, cultivate, engage and steward existing and new donors to grow support for the mission.
- Ability to ask and close major gifts of \$5,000+.
- Build and maintain positive relationships internally and externally.
- Work independently and collaboratively as a team with high degree of accountability.
- Write copy and develop inspiring and engaging communications materials across all written modes and online platforms.
- Communicate effectively via public speaking and interpersonal communication.
- Ability to motivate and train others – donors, staff and volunteers.
- Develop and ensure a well-organized, effective development office, fundraising systems and record keeping.

Major Areas of Responsibility

Fundraising and Special Events:

- Works with CEO to lead and evaluate all fundraising activities through a comprehensive development plan to ensure the achievement of annual contributed revenue goals of \$1.3-\$1.5 million annually. Current support is comprised of donations, sponsorships and in-kind support from the City of Durham, Durham County, North Carolina Arts Council, National Endowment for the Arts, foundations, local and national corporations, endowments, and individuals.
- Initiates and personally participates in 6-8 face-to-face cultivation or donation solicitation meetings with prospective or current donors per month, involving Executive Director and Board members as needed.
- Writes inspiring copy and oversees design, print production and mailing of all collateral and communications for fundraising solicitations, special events, annual reports, special invitations and donor correspondence.
- Researches prospects, writes grant applications and coordinates grant writing and grant reporting with other DAC divisions for donations, sponsorships and grants, both cash and in-kind.
- Ensures effective stewardship of donors and grantors meeting all deadlines and reporting requirements.
- Develops and oversees fundraising events. Current events include Dinners a l'Art and may include the production of a black-tie gala for major commemorative anniversaries.
- Oversees the effective management and organization of DAC development and marketing files and databases.
- Fosters a positive understanding of philanthropy within organization.

Public Relations and Marketing:

- Oversees design and print production of DAC marketing materials and advertising. Assists other departments in achieving consistent branding and "DAC voice."
- Creates and maintains a public relations and communications plan to keep major audiences, supporters, and the media aware of DAC programs, services and roles in the community – including annual report, news releases, media placement, advertising, publications, social media and web-site. (various departments help prepare releases, ads, catalogs, newsletter, social media and web content)
- Responsible for creating public relations and marketing plan for major DAC events and festivals and coordinates and supports DAC staff, contractors and/or agencies in plan implementation.
- In conjunction with the Development and Marketing Associate and other departments, oversees the weekly E-newsletter and social media.

- Seeks and implements opportunities to make presentations and share information about DAC at community events, forums, meetings. Utilizes other DAC staff as appropriate.

Supervision and Administration:

- Supervises a full time Development and Marketing Associate, periodic contractors, volunteers, and interns.
- Trains and develops proficiency in fundraising software Bloomerang.
- Prepares division reports of activity and accomplishments.
- Develops and administers the annual division budget, workplan, and cash flow projections.

Institutional Leadership, Interaction, and Planning:

- Attends Board of Trustee meetings and leads the active engagement of the Development Committee.
- Participates in senior management meetings and staff meetings and provides input for institutional decisions.
- Develops knowledge of and interaction with diverse audiences, communities, and clients, identifying and communicating needs to senior management and Executive Director.
- Represents DAC on select community committees, groups, task forces, boards, and/or panels.

Professional Development:

- Attends professional meetings and networking opportunities as appropriate to build contacts with arts, business, and fundraising community, and other professional colleagues, including Association of Fundraising Professionals, Americans for the Arts, NC Center for Nonprofits, AFTA United Arts Fund, Chamber of Commerce and others.
- Works to continually build knowledge and awareness of fundraising and communication best practices; researches and utilizes this data to improve and promote DAC.

Education and Certifications:

B.A. or B.S. college degree required. Master's degree or CFRE preferred.

Experience:

Minimum of 5 years progressively responsible fund development and marketing experience. Proven track record of planning, directing, managing and implementing a comparable successful major non-profit fundraising, special events, and marketing program is required. Arts background and related arts fundraising experience helpful. Clear record of effectiveness in planning, supervision and management of staff and volunteers, and cultivation and stewardship of donors. Proficient in Microsoft Office, and a general understanding and prior use of a donor database system. Candidate must demonstrate ability to communicate with and engage with a diverse community of supporters and participants.

Salary and Benefits

This is a full-time, exempt position. Salary commensurate with experience. DAC offers an excellent benefits package for full time employees that includes paid holidays, vacation, sick time and personal time, health, long and short-term disability, dental, and life insurances and a retirement Simple IRA plan with 3% match.

DAC is an Equal Opportunity Employer.

The provisions of this job description are based upon and are to be compatible with existing legislation, by-laws, goals and objectives, and personnel policies governing Durham Arts Council, Inc. Durham Arts Council serves a diverse community, and highly values a diverse staff and board.

To apply: Visit www.armstrongmcguire.com/apply. If you have trouble uploading your resume, please email katie@armstrongmcguire.com. No phone calls please.