



## Director of Development

### GENERAL DESCRIPTION

Dynamic opportunity to provide overall leadership to the development activities of United Arts of Central Florida, an \$8.5 million nonprofit, with a 30-year established history in the four-county Metro Orlando region. Seeking an experienced fundraising professional with a minimum of seven years of direct development experience, proven fundraising skills with a documented history of closing the deal, and exceptional communication and writing skills.

This position leads all fundraising efforts of United Arts including planned, annual and deferred giving and approaches to individuals, foundations and corporations. Provides vision for the overall promotion of the organization in order to construct and market an appropriate image, develop connections with the community and achieve membership/participation goals. Manages department budgets. Participates as a member of the senior management team to formulate and implement policies and plans to meet the organization's short- and long-term objectives. Reports to the President & CEO, oversees two development staff and manages the Board Development Committee.

### ESSENTIAL DUTIES

#### *Development*

- Develop and implement a strategic direction and annual fundraising plan that: secures funding for agency sustainability and growth; cultivates United Arts' funding base; identifies and engages new donors and volunteer leaders; and strengthens United Arts' fundraising capabilities. This includes individual, corporate and foundation major gifts; corporate and foundation grant writing and relations; the annual *Collaborative Campaign for the Arts*; workplace giving; online giving; and designing and promoting sponsorships.
- Lead efforts to unlock an annual \$500,000 Challenge Grant newly issued by Orange County Government
- Coordinate all fundraising activities, including developing fundraising opportunities and identifying potential donors through effective giving analysis, outreach and relationship building
- Develop and implement an annual fundraising plan, with input from key staff members and the Board of Directors
- Develop and manage a volunteer development committee to assist with meeting annual fundraising goals and objectives
- Develop ongoing relationships with potential major individual donors. Make solicitations and other presentations to potential donors on the activities of the organization. Act as a liaison to the public in fundraising activities
- Grow the online fundraising campaign and online donor development
- Grow the major gift program for individual and corporate support
- Develop and build ongoing relationships with foundation and corporate contacts. Introduce the organization to corporations and foundations that are not currently funding the organization.
- Oversee fundraising events and other projects
- Create and implement volunteer engagement strategies and identify opportunities for utilizing board members in development efforts
- Oversee the collection and maintenance of donor data for statistical and programming purposes
- Manage the development department in a fiscally sound manner by ensuring that the appropriate systems and procedures are in place to support fundraising goals

- Oversee all record keeping related to fundraising and development, including donor recognition efforts. Oversee the acknowledgement of all donations by prioritizing donor stewardship.
- Assist in public relations and media activities
- Provide regular and timely updates and reports on fundraising/event status, including analysis of fundraising and event performance that includes financial effectiveness and success as tied to the strategy and goals
- Oversee analysis and reports on overall fundraising traffic, the performance of online campaign communications, and other online measures related to online fundraising
- Review the annual report, press releases, website, social media and other communication materials from a development standpoint to ensure that the correct sponsors, donors, etc. are recognized by name, logo inclusion, etc.
- Determine the donor loyalty strategies that are developed and implemented
- Liaison to the Development Committee
- In collaboration with Marketing Manager, develop creative strategies for promotion of the Campaign and other development initiatives
- In collaboration with Marketing Manager, assist with outward bound communications strategies including but not limited to press and media relations, website and social media content

*Other*

- Take leadership role in agency, provide support, advice and counsel to president in relevant areas
- Supervise and mentor development staff, setting goals and standards; train as needed and appropriate
- Extensive community relations outreach as agency representative

**WORK EXPERIENCE REQUIREMENTS**

- Bachelor's degree preferred
- A minimum of seven years fundraising experience with proven history of measurable results in organizing and implementing major gift, annual fund, corporate and foundation giving, direct mail and special events
- Extensive knowledge and proven ability to implement online communication and fundraising techniques; exposure to new and existing online fundraising technologies
- Excellent writing skills
- Effective communicator
- Ability to engage and manage volunteers
- Experience managing major individual fundraising campaigns
- Experience with of social media, web-based marketing and public relations as fundraising tools
- Strategic thinker who can communicate and implement the vision/plan for growth of the organization
- Strong verbal and written communication skills
- Strong interpersonal skills; evidence of excellent relationship-building and maintenance at all levels
- Proven ability to work effectively with Board of Directors and volunteers fundraising committees
- Three or more years of supervisory experience
- Creative, self-starter with strong project management skills; ability to prioritize and manage multiple projects simultaneously while adhering to budget and tight timelines
- Strong computer skills including databases, spreadsheets, word processing and email (Outlook)
- Raisers Edge experience

**TRAVEL AND OTHER**

- Must have reliable car and current US driver's license
- Requires travel within the four-county region
- Travel is at least 25% of the position
- Some nighttime activity required pertaining to donor cultivation and community engagement
- Must be able to lift 30 lbs.

Salary is commensurate with experience.

United Arts' benefits include medical, dental, life, long- and short-term disability, employee 401K with 5% match after one year of employment, and very generous paid vacation, sick and holiday leave.

**APPLICATION REQUIREMENTS:**

**Please submit:**

- **Cover letter describing your experience as it relates to the requirements of this position and why you are interested in it**
- **Resume**
- **Salary requirements**

Please email to: [HR@UnitedArts.cc](mailto:HR@UnitedArts.cc).

United Arts is a drug-free, smoke-free EOE.

All qualified applications will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, familial status, sexual orientation, national origin, ability, age, or veteran status.

In compliance with the Americans with Disabilities Act, United Arts will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

Posted 11/22/2019. The position will remain open until it is filled.