Culture For All.

Title	Vice President of Development	**Reports To**	EVP Community Engagement
Department	Development	**Classification**	Exempt

Job Summary
General statement regarding the overall function, scope and purpose of the work to be performed.

The Vice President of Development (VPD) is a key member of the Arts & Science Council's (ASC) Leadership Team, overseeing the planning and execution of all contributed revenue activities and resources. Specifically, the VPD has responsibility for overseeing all volunteer, , sales and promotional activities needed to successfully reach annual corporate, workplace and individual giving goals. Works closely with VP of Marketing and Communications for marketing and communication strategies. This position will also oversee planned giving, endowment, crowd-funding and various donor engagement strategies that help fuel the contributed revenue growth of ASC and/or the broader cultural sector. In partnership with the President, EVP Community Engagement, and Board leadership, this position will play a vital role in developing and launching innovative new donor engagement strategies that will increase ASC's contributed revenue in support of its mission.

Externally, The VPD will be a relationship-builder who maintains a high professional profile and is able to cultivate resources in conjunction other ASC activities and initiatives. The VPD should have access to volunteer leaders at the highest levels across the community and should be engaged in a variety of ways to highlight their individual role and abilities, therefore, enhancing ASC's role in the community. As a result of this community interaction, donor understanding of ASC's mission and vision should be clear and defined.

Internally, the VPD will lead the Development Team and will serve to coordinate these resources in a year-round donor engagement strategy to address the growth and sustainability for ASC and the cultural community. The VPD is responsible for increasing staff skill and experience levels within the Development Team and should employ innovative staffing strategies that leverage budget dollars and promote retention.

Working with the EVP of Community Engagement, the VPD will work the Leadership Team to place a high priority on establishing a culture of philanthropy within the ASC staff and break down silos (perceived and real) between staff teams. Similarly, the VPD will insure that the Development Team is aware and supportive of all other programmatic areas.

The VPD leads the strategic implementation of recommendations made by the Cultural Vision Plan as they relate specifically to ASC's development program. The VPD must have the capacity to guide and lead the program in the context of best business practices and current philanthropic trends.

Responsibilities/Duties/Functions/Tasks
List the duties and functions essential to the successful performance of the job.

Leadership

- Spearhead the development and implementation of a new donor loyalty management process/philosophy that will build a more strategic and long term relationship with ASC's 15,000+ current donors (corporate, institutional and individual) and cultivate new relationships.
- Provide vision, passion and expertise on matters related to fundraising and marketing to a local and national audience of diverse constituents.
- With EVP for Community Engagement, serve as staff leader for the ASC Community Engagement Committee, and other volunteer committees as assigned. With other VPs, serve on ASC Staff Leadership Team.
- Develop and manage a comprehensive major donor prospect management system to facilitate all major donor cultivation/solicitation activities by senior staff, board members, and other volunteers.
- Lead and motivate a development team with full time positions and seasonal contractors to assist in managing contributed revenue volume. Additionally, lead and motivate ASC's fund raising volunteers to ensure their success.
- Contribute to the success of ASC's community engagement efforts by collaborating with the other members of the Community Engagement Team (marketing & communications and governmental relations) to develop and execute a cohesive, compelling presence for ASC and the cultural sector as a whole.
- Cultivates volunteer, organizational and financial support throughout the external community.
- Develop and maintain good relations with donors of influence.
- Represent ASC to the region's community of professional fundraisers, including active participation in the local chapter of AFP.

Strategy & Execution

- Develop annual, detailed work plan for VPD position that is approved by EVP and President. Meet monthly with EVP and President to evaluate progress toward goals.
- Develop and execute a contributed revenue plan that meets the strategic needs of ASC and its programs and initiatives. This includes re-envisioning ASC's workplace giving efforts to become a year-round initiative that leads to greater employee engagement within corporate enterprises across the entire cultural sector. This also

includes goals and strategies for all other contributed revenue channels, e.g. restricted major giving, sponsorships, endowment giving and capital campaigns as needed.

- Work with ASC staff to ensure that ASC's development activities are adequately supported by a new customer relations management (CRM) system that tracks donors' demographic information, personal interests, and giving history. Insure that staff, board, and volunteers are equipped with the latest donor contact information for every solicitation effort.
- Develop and implement an annual operating plan and budget for the Development Team, directs and implements that effort while controlling expenditures within approved parameters.
  Ensure that the necessary human, financial and technological resources are budgeted and utilized as necessary to support the contributed revenue plan.
- Evaluate strengths and weaknesses of existing staff and restructure team as needed to meet needs of ASC's new strategic direction.
- Establish clear, quantified annul work plan goals and objectives for each development staff position. Meet regularly with each staff member to insure they are being achieved. Work plan objectives should be clearly tied to annual financial goals and strategic objectives of the Community Engagement Committee.
- In conjunction with the VP Marketing & Communications, assist with design of all marketing materials related to contributed revenue generation, including all fund raising creative and collateral, and special events and promotions.
- Develop and execute strategies to integrate the crowd-funding efforts through Funding Works with overall development efforts for ASC, including the securing of matching funds.
- Perform other duties as apparent or assigned by the EVP for Community Engagement.

Qualifications
List the requirements or minimum qualifications needed to perform the essential duties of the job. Should include minimum educational and experience qualifications, required skills, specialized knowledge, computer proficiencies, and required certifications.

- Bachelor's degree and a minimum of 8 years of senior management experience in fundraising and/or sales and marketing
- Proven track record in achieving revenue growth in both sales and marketing channels
- Highly skilled in building and growing relationships with donors, volunteers and co-workers to successfully achieve mutual goals
- A polished and inspiring writer, presenter and public speaker who is comfortable communicating to senior business executives as well as artists and/or educators
- Proven ability to analyze complex data sets and turn insights into successful fundraising or marketing strategies
- A passion and understanding for the cultural sector and its work in the community
- Complete control and cool under intense pressure
- Desire and skill at mentoring and leading employees in professional growth

- Curiosity and skill in using technology to achieve goals. Microsoft proficiency required, familiarity with donor software and/or CRM software helpful.

Environment
Describe the work environment and physical requirements of the position.

- Position will have work space in the ASC office and will perform work in on-site and off-site as required.
- Work is performed in a fast-paced environment that will require ability to work in and out of an office setting.
- Assist with meeting arrangements as needed
- Attendance and participation at events and activities throughout the cultural community will be expected outside of normal office hours and on weekends as needed.