



JOB TITLE: Vice President of Development
DEPARTMENT: Community Engagement
REPORTS TO: President & CEO
PREPARED DATE: October 2022
CLASSIFICATION: FLSA: Salaried, Exempt
PAYSCALE: \$80-85K (based on experience)

Arts Council has an annual operating budget of \$3 million. Founded in 1949 as the first arts council in the country, the organization has a rich history of leadership in advocating, supporting, and growing the arts and cultural sector in the Winston-Salem and Forsyth County.

Position Summary

Reporting directly to the President & CEO, the Vice President of Development plays a critical role in growing Arts Council's ultimate impact on the region at large. In partnership with the President & CEO, this position is responsible for all fundraising and development activities (including but not limited to individual gifts, corporate support/workplace campaigns, foundation giving, planned gifts, in-kind gifts and capital/endowment programs), with annual revenues in excess of \$2.5 million.

The Vice President of Development will lead the creation and implementation of a comprehensive development program and strategy to identify, cultivate, and secure new donors; retain and grow current donors; develop and implement a comprehensive planned giving program; formulate and execute plans to increase community philanthropic partnerships; and ensure facilitation of all gifts from donors, including pledges and in-kind gifts. The Vice President of Development is a key member of Arts Council's team and is responsible for leading the Development team operations. The Vice President of Development supervises one employee, and works closely with the President and CEO, Chief Operating Officer/Chief Financial Officer, Chief Marketing Officer, Board of Trustees, and other members of the staff, and provides a high-level of internal and external leadership on behalf of Arts Council.

Principal Duties and Responsibilities

Providing strong leadership to the organization, the VP will demonstrate the capability to:

- Lead Arts Council's fundraising, and assist in establishing fundraising metrics and methods
- Develop and implement an effective strategic fundraising and stewardship plan
- Design and execute fundraising campaigns that surpass goals
- Enhance the quality of fundraising operations, and strengthen the measurable productivity, including but not limited to the annual fund, major gifts, workplace campaigns, corporate and foundation relations, planned giving, etc.
- Continue strengthening the fundraising role of the Board of Trustees (in partnership with the CEO), and increase the level of fundraising expertise and leadership among the Board and staff
- Serve as one of the spokespersons for the organization with the community, high-level donors, and potential donors, and effectively communicate the priorities of the organization
- Cultivate high level donors and align their interests with goals of the organization and the arts and cultural sector
- Establish and maintain the development budget

- Support institutional branding and awareness goals through collaboration with the CEO and Chief Marketing Officer
- Diversify the donor data base to support a more diverse arts and cultural sector

Management and General Responsibilities

- Help create a culture of philanthropy among staff and Board of Trustees
- Ensure community understands our philanthropic goals and direction
- Be prepared to meet with donors in person regularly for stewardship and direct ask meetings, make phone calls, send solicitation and renewal letters, thank you notes, etc.
- Plan and execute events throughout the year and engage the entire AC team in those events
Please note: While some events are produced by Arts Council (such as donor thank you/stewardship events, Art Nouveau events in partnership with CMO, annual awards and celebration event), this is not an events fundraising position.
- Ensure Arts Council has a strong system for maintaining up-to-date and accurate records of contacts with donors and prospects
- Work with the Database and Operational Support Manager and ensure effective administration of gifts; maintenance of donor records, tracking donor contacts, information, and interests; recognize donors through new and existing programs; ensure timely delivery of reports and communications; and timely donor acknowledgement
- Knowledge of Raiser's Edge including how to input gifts, build queries and generate reports
- Work closely with the Chief Marketing Officer to develop messaging and collateral for all development initiatives and charitable giving programs
- Engage in community outreach and maintain positive relationships with AC's constituents, Winston-Salem & Forsyth County community members, and area business leaders

OTHER DUTIES AND SPECIAL PROJECTS AS ASSIGNED.

Education, Experience and Key Skills Requirements

The VP must be an individual of impeccable integrity and trustworthiness, who possesses the following additional skills or attributes:

- Requires a minimum of a bachelor's degree in liberal arts, marketing, arts management, or a related field supplemented by a minimum of 5 years of progressively responsible experience in fundraising/advancement, or an equivalent combination of education, training and experience that provides the required knowledge, skills, and abilities
- Must have a strong interest in the arts and cultural sector, and the ability to demonstrate that interest with a reasonable level of confidence and knowledge to donors and funders
- Must be a team player who works well with others and encourages the same in those they supervise
- Exceptional written and verbal communications skills, and the ability to engage effectively with people of varying backgrounds and educational and experiential profiles
- Exceptional organizational skills and the ability to self-start, to handle and supervise multiple and varied projects, and to coordinate with others to ensure that deadlines are met, and project results are promptly conveyed
- Strong competencies in (a) using a variety of social media platforms to support Arts Council's community presence; (b) working with Microsoft Office products, including Outlook, Word, Excel, and PowerPoint; and (c) donor prospecting and market research and analysis
- Strong competencies in financial planning and budget preparation and analysis
- Strong interpersonal skills and the ability to work collaboratively and collegially with others across lines of responsibilities

- Intellectual curiosity and objectivity, and the capacity for self-reflection, critical self-evaluation, and proactive self-improvement
- Must be able to work a flexible schedule that regularly includes evenings and weekends to attend community and partner programs and presentations, and other events as required. This also includes activities sponsored by Arts Council, as well as representing Arts Council at community events as needed.
- Political astuteness, professionalism, the ability to maintain confidential information, and grace under pressure.

Compensation and Benefits

Compensation is \$80-85K annually, commensurate with experience. Company-wide employee benefits offered include medical, dental and vision insurance. 403B company match after one (1) year of employment, four (4) weeks of paid vacation, with additional sick leave and holidays.

[Apply Here](#)

The Arts Council has retained Capital Development Services to assist with professional recruitment. Candidates should include **a cover letter, a resume, and a list of three references**. All material will be confidential. Additional inquiries may be directed to Jen Tozier at CapDev: searchservices@capdev.com

ARTS COUNCIL OF WINSTON-SALEM & FORSYTH COUNTY IS AN EQUAL OPPORTUNITY EMPLOYER.

ARTS COUNCIL OF WINSTON-SALEM & FORSYTH COUNTY

Arts Council of Winston-Salem & Forsyth County is the chief advocate of the arts and cultural sector in Winston-Salem and Forsyth County. Our goal is to serve as a leader in lifting up, creating awareness and providing support to grow and sustain artistic, cultural and creative offerings throughout our region.

We acknowledge that it takes every voice, every talent, and every story to make our community a great place to live, work, and play. Arts Council is committed to serving as a facilitator, organizer, and promoter of conversations that are authentic, inclusive, and forward-thinking.

About Us

- Founded in 1949
- 1st Arts Council in the United States
- Raises funds to support arts organizations, arts programming, arts in education and individual artists in the community
- Offers free exhibits, concerts and arts events
- Provides a variety of service – such as: marketing, box office, fiscal sponsorship/agency
- Operates and maintains a community Campus and extension facility in the heart of Downtown Winston-Salem, used by over 400 organizations annually

Annual Economic Impact of the Arts and Cultural Sector on Winston-Salem & Forsyth County

(pre-pandemic study from 2016)

- 800,000 art experiences in Winston-Salem
- Arts enrichment for 31,000 students in WS/FCS
- \$156.8 million economic impact on Forsyth County

- 5,559 equivalent full-time jobs

Diversity and Inclusion Statement

Arts Council respects and values the full spectrum of self-defining differences among people. Arts Council is committed to reflecting that diversity in the composition of its Board and staff, and throughout all aspects of Arts Council's operations, including in the outcomes and other impacts of its work. Anchored by that core commitment, Arts Council strives proactively to promote an environment and experiences in our community that includes, celebrates and supports, in an equitable manner, the needs, perspectives and contributions of all people in our diverse community.