



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 Triangle Region. Since 1954 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. During the Covid pandemic, DAC has significantly increased its fundraising and grantmaking to support the arts and cultural sector and post-pandemic continues to expand support initiatives.
- **Leading Arts and Cultural Planning, Advocacy and Creative Placemaking:** Providing arts and creative economy research, arts advocacy and planning, and development of the SmART 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 in its number of people served through existing and new programs. DAC seeks to grow support for its mission and programs and further expand support for the local arts and cultural community.

The Durham Arts Council FY2023 operating budget is approximately \$3.2 million with 30% from earned revenue and 70% contributed. DAC is governed by an active Board of Trustees and managed by 12 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 295,000. Durham is part of the larger Triangle region of North Carolina, with a metro population over 1.4 million. 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 2018 national study cites Durham as #7 in U.S. mid-size cities for arts vibrancy. Durham's nonprofit arts and cultural sector provides \$154.2 million annually in economic activity.

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 communications 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 to engage 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:

- Speak passionately about the power of the arts to change lives and community.
- Develop and implement both traditional and creative fundraising, and communications 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.
- Develop inspiring and engaging communications materials across all written modes and online platforms.
- Communicate effectively via writing, public speaking and interpersonal communication.
- Demonstrate a strong work ethic and 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:

- Develops and implements a comprehensive development plan to ensure the organization's achievement of annual contributed revenue goals of approximately \$2.2 to \$2.5 million annually (70% cash and 30% in-kind) through government grants, City support, foundation grants, corporate and individual giving, major gifts, planned giving, special events, sponsorships, and in-kind support. Personally initiates and drives all aspects of the individual, corporate, special event and sponsorship campaigns currently totaling approx. \$500,000 with plans for multi-year growth. Supports CEO and other department heads in securing and monitoring major government, program and operational grants that are part of the overall annual goal.
- Researches, develops, and stewards relationships with key grant institutions in coordination with executive leadership.
- Maintains the calendar of foundation grants and reports foundation solicitation, engagement, and stewardship activities.
- Responsible for attracting, retaining, and cultivating major donors, including donor-advised funds and planned-giving strategies; conducting prospect research and involving Executive Director and Board members as needed.
- Develops and oversees a comprehensive solicitation and engagement strategy to attract and retain annual fund individual and corporate donors and sponsors, including integrating fundraising into organizational activities and events.
- Coordinates the work of staff, board members, and other volunteers, to attract and engage donors in the mission.
- Writes inspiring copy and oversees design, production and mailing/distribution of all collateral and communications for fundraising solicitations, special events, annual reports, special invitations and donor correspondence in coordination with Development/Communications Coordinator.
- Ensures effective stewardship of donors and grantors with timely acknowledgements of support, meeting all deadlines and reporting requirements.
- Develops and oversees fundraising events – in-person and virtual.

- Oversees the effective management and organization of DAC development and communication files, systems, and databases.
- Fosters a positive understanding of and support for philanthropy within organization.

Public Relations and Marketing:

- Creates and maintains a public relations and communications plan to keep major audiences, supporters, and the media aware of DAC programs, events, services, and roles in the community – including annual impact report, news releases, media placement, e-newsletter, advertising, publications, social media, and website. (Various departments help prepare or provide content.)
- Supervises the Development & Communications Coordinator and supports DAC staff, contractors and/or agencies in communications plan implementation, ensuring consistent design, branding and “DAC voice” in all promotional materials.
- In conjunction with the Development and Communications Coordinator and other departments, oversees the weekly E-newsletter, social media, and website communications.
- 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 Communications Coordinator, periodic contractors, agencies, volunteers, and interns.
- Trains and develops proficiency in fundraising CRM software Bloomerang.
- Prepares division reports of activity and accomplishments.
- Develops and administers the annual division budget, workplan, and department 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 communications experience. Proven track record of planning, directing, managing and implementing a comparable successful non-profit

fundraising, special events, and communications 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. DAC utilizes Bloomerang CRM system. Candidate must demonstrate ability to communicate and engage with a diverse community of supporters and participants.

SALARY AND BENEFITS

This is a full-time, exempt salaried position. Salary hiring range is \$66,000 - \$78,000 depending on experience and qualifications. DAC offers an excellent benefits package for full time employees that includes paid holidays, paid vacation, sick time, and personal time; Section 125 plan, plus health insurance (100% employer paid), long and short-term disability, dental, and life insurances and a retirement Simple IRA plan with up to 3% employer match. Professional development opportunities for staff include workshops, conferences, webinars, and classes based on budget resources and performance.

DAC is an Equal Opportunity Employer. DAC is committed to Diversity, Equity, Access, and inclusion. Diverse candidates encouraged to apply.

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. DAC is committed to workplace equity through ongoing learning, discussion, investment in training, and continual recommitment to our core values. Our organization considers applicants equally of race, color, creed, religion, sex, national origin, disability, marital status, age, gender, gender identity, disability, or sexual orientation.

APPLICATION

To apply: Email resume and cover letter to sldevries@durhamarts.org with **Director of Development & Communications** in subject line. No phone calls please.

Hiring Timeline:

- Applications will be reviewed on a rolling basis with a priority deadline of November 18, 2022. The position will remain open until filled.
- Applications whose skills and qualifications most closely match the needs of this role will be invited to interview.
- Job offers are contingent upon successful completion of reference and background check. Verification of Covid-19 vaccine series required.

Should you require any accommodations during the application process, please indicate this on your application and we will work with you to meet your accessibility needs.

More information on the Durham Arts Council is available at www.durhamarts.org

More information about Durham, North Carolina is available at <http://www.durham-nc.com/>

Durham Arts Council * 120 Morris St.* Durham, NC 27701