

Position Description – Development and Communications Director

Full time, salary between \$59,000-\$67,000, benefits

Snow City Arts (SCA) inspires and educates children and youth in hospitals through the arts. SCA provides one-on-one and small group instruction in the visual arts, creative writing, theater, music, and media arts to patients at Rush University Children’s Hospital, Ann & Robert H. Lurie Children’s Hospital of Chicago, Northwestern Medicine Central DuPage Hospital, and Children’s Hospital University of Illinois. SCA’s curricula in arts education are steeped in studio practices and work in tandem with the National Core Arts Standards and Common Core State Standards. Student workshops are assessed and documented in a customized database and an extensive portfolio archive. The SCA team includes a professional staff of 6; an artistic staff of 10 part-time teaching artists; and numerous interns and volunteers. SCA is a small but dedicated, efficient, and creative organization with broad reach.

The Development and Communications Director will report to the Executive Director, collaborate with the Program Director, and supervise the Development and Communications and Associate in pursuit of annual operating funds of \$925,000 and growing as well as reserves. The Development and Communications Director will implement a recently-approved strategic plan including developing annual plans with an emphasis on strengthening support from individuals and launching a major gift program and expanding corporate sponsorship. The position also plans and produces an integrated annual appeal campaign; develops and implements specialized giving opportunities; manages current and developing new foundation support; and oversees the planning and execution of special events by the Development and Communications Associate. The position is responsible for developing and implementing the organization’s communications strategies including crafting external communications, developing and maintaining relationships with external marketing partners, facilitating relationships with community partners, and overseeing the day-to-day work of the Development and Communications Associate including social media platforms, website updates, and other avenues. The position works closely with board members and board-driven Marketing and Resource Development Committees.

Leadership and Planning

- **Strategy:** Participate in the development, execution, and monitoring of SCA’s 3-year strategic plan.
- **Leadership:** Work in tandem with the Executive Director to develop new opportunities and donor engagement to support programmatic growth.
- **Annual Planning:** Develop annual fundraising plans and goals; secure stakeholder feedback and investment; and execute, measure, report on goals while also re-directing efforts as needed.
- **Special Opportunities:** Serve on the leadership team assessing expansion opportunities, donor and hospital partner-initiated campaigns, and external marketing partnerships.
- **Relationship Management:** Develop and maintain relationships with major donors.

Individual Giving

- Lead efforts to identify, cultivate, solicit, and acknowledge current and prospective individual donors.
- Develop and launch a major giving program.
- Plan and oversee the execution of an integrated annual appeal campaign.
- Facilitate board involvement in the fundraising process and track progress toward fundraising goals.

Institutional Giving

- Manage strategic relationships for Snow City Arts’ existing and potential institutional funders.
- Lead research, writing, and submission of foundation, corporate, and government proposals and reports.
- Oversee the maintenance of and disseminate a calendar for proposal submissions and reports.
- Coordinate funder site visits, gallery tours, and artist shadows.
- Design and launch an enhanced corporate giving strategy and support Board Members and close supporters in implementing the strategy.
- Work with hospital partners to explore joint funding opportunities.

Communication

- Design and implement brand-conscious campaigns to increase awareness about the mission of Snow City Arts and to support project-based programming and fundraising events.
- Serve as a credible and compelling spokesperson on behalf of the organization.
- Manage and oversee internal and external outreach and communication with Snow City Arts' audiences.
- Develop and maintain relationships with arts, cultural, and educational institutions.
- Coordinate and support organizational leadership to enhance the coverage and awareness of Snow City Arts through the press, with policy makers, and among current and prospective donors and partners.
- Oversee and sometimes execute basic graphic design and layout tasks for events and initiatives.

Managerial and General Responsibilities

- Manage and oversee the work of the Development and Communications Associate including special events, social media and other marketing/communications, data management, donor acknowledgement, and Auxiliary Board efforts.
- Assess and approve execution of donor and third-party-initiated fundraising events.
- Provide regular progress reports covering all aspects of organizational fundraising.
- Collect, maintain, and analyze data from the Program Director, teaching artists, and external arts education industry sources to assist with solicitation.
- Act as a staff liaison to the Board of Director's Development Committee, Marketing Committee, and support annual event committees and the Auxiliary Board.
- Support office administrative activities as necessary.

The ideal candidate should be able to work independently and as part of a cohesive team. Key skill sets include: ability to build multiple, individualized internal and external relationships; ability to plan, facilitate, and approach meetings with clearly defined goals; ability to work closely with people from various artistic and administrative backgrounds; excellent verbal and written communication skills; manage projects from conception through completion and evaluation; demonstrated ability to prioritize and solve problems; ability to foster and develop leadership skills in others; design engaging donor cultivation strategies; effectively coordinate and facilitate meetings for multiple attendees; and ability to create and implement integrated communications plans.

Qualifications for the position include:

- Bachelor's degree
- Four or more years of progressive leadership as a dedicated fundraising professional, ideally with experience building a major gifts program within a small organization
- Proven grant writing experience
- Demonstrated experience managing event-planning teams
- Passion for SCA's mission and arts education
- Exceptional computer skills; familiar with and able to adapt to new fundraising software
- Superior responsiveness and strong verbal, written, and interpersonal communication skills
- Self-motivation, accuracy, attention to detail, and ability to manage and meet multiple deadlines
- Some evening and weekend work is required
- Ability and willingness to lift 25 pounds is preferred
- Valid Driver's License and access to insured vehicle is preferred

Interested candidates should send a cover letter, resume, and two short (no more than three pages each) fundraising or marketing-related writing samples (letter of inquiry, annual appeal letter, sponsorship request, etc.) to employment@snowcityarts.org. The position will remain open until filled.

Snow City Arts is an equal opportunity employer. ALAANA-identified individuals are encouraged to apply.