JOB DESCRIPTION – DEVELOPMENT ASSOCIATE

Reports to: Director of Administration

Wages: $11 to $15/hour, dependent upon skills and experience

Status: Employee

Hours: Variable, 10 to 20 hours (3 to 4 days) per week

Effective: 9/1/2017

The Development Associate plays a pivotal role in securing sustainable capital and operating support for the *Imaginists*. The Development Associate works to “get the story out” (and revenues back in), communicating to donors, stakeholders, audience, community partners and the press, amplifying our presence and sources of income from Santa Rosa, Sonoma County and beyond. The Development Associate is deeply committed to and can effectively communicate the present and long term vision of the Imaginists to a broad contingency using multiple platforms; from traditional publicity and marketing, to grassroots outreach, to new out of the box strategies.

**Responsibilities include:**

* Generates periodic communications distributed via various media channels, (email, press release, website, blog, social media, etc.) intended to encourage and elicit support for the Imaginists as stakeholders, donors, ticket buyers and volunteers. These might include stakeholders, bedrock donors, the *Own Our Own Home Campaign,* stakeholders, volunteers, etc.
* Maintains the Imaginists’ databases and lists of donors, media contacts, ticket buyers, etc., periodically analyzing the data and creating segmented groups to whom we’ll communicate. This will include establishing a system of periodic donor and audience surveys, thank you’s and other communications.
* Arranges appointments that engage the *Imaginists* with prospective donors, collaborators and community partners
* Periodically prepares and disseminates reports that track development and ticket sales results, as well as upcoming development activities
* In collaboration with the Artistic and Administrative Directors, creates a communication plan
* Schedules and participates in monthly staff meetings;
* Other development, administrative and office management responsibilities as assigned

**JOB QUALIFICATIONS**

* A passion for the work of the Imaginists and our impact on multiple communities.
* Proficiency and with cloud-based services i.e. MailChimp, SquareSpace, Google for Business, Arts People; Proficiency with MS Office; An active presence on social media
* Must be organized, able to juggle several balls at once and have a good sense of humor.
* Previous marketing/communications experience preferred but not required;
* Bilingual (English and Spanish) preferred;