

Advancement Director

Job Description

Sebastopol Center for the Arts

Job Title: Advancement Director

Reports to: Executive Director

Classification: Exempt, Full Time

Benefits: Vacation and sick pay, health benefits

Schedule: M-F 9-5; non-standard including occasional evenings and weekends

Salary: \$70,000 - \$80,000

Start Date: May 2023

Send a cover letter and resume to jobs@sebarts.org

About Sebastopol Center for the Arts (SebARTS):

Since 1988, SebARTS has provided a welcoming hub for artists and art enthusiasts through high-quality programs and exhibitions in the visual, performing, literary and film arts. SebArts is home to award-winning signature events, including Sonoma County Art Trails, Art at the Source Open Studios, and the Sebastopol Documentary Film Festival.

Mission

SebARTS is committed to cultivating creativity and inspiring appreciation for the transformative power of art. We are dedicated to honoring diversity, encouraging creative excellence, and providing a welcoming gathering place for the community to: Experience Art, Make Art, Share Art and Celebrate Creative Thought.

Job Purpose

SebARTS is seeking a committed, community-focused, entrepreneurial professional to support its non-profit advancement goal to double the contributed income of the organization from \$285,000 to \$570,000 by the end of 2023 and achieve additional fundraising goals thereafter. The AD provides leadership and operational structure to the organization's advancement efforts to raise contributed funds from individuals, philanthropic granting institutions and corporate givers and coordinates efforts with the program director to raise earned income. The AD participates in the cultural life of the organization by attending and hosting its events and programs. They oversee and direct the business/membership manager in their duties to maintain financial and patron records, caretake members and grow the member ranks.

Job Duties and Responsibilities

Advancement

- Work with the Board, Staff and volunteers to raise money through fundraising campaigns, events, grant applications and solicitations for corporate gifts and sponsorships

- Supervises a direct report, the business/membership manager
- With input from ED and program director, AD Is responsible for executing and managing a contributed revenue plan and coordinating earned income plans to raise \$1.1mil in 2023 and new revenue goals in the future
- Establish short and long-range goals for restricted and unrestricted funding sources
- Develop and execute strategies to approach institutional donors
- Serve with Executive team to drive and support center-wide initiatives
- Sets, with the executive team, budget and program goals

Engagement

- Cultivate and maintain relationships with current and new donors
- Collaborate closely with the engagement/communications director to promote the center's value to the community and benefit to the public
- Collaborate closely with the engagement/communications director to produce communications materials that support our advancement goals
- Cultivate and maintain relationships with granting organizations
- Direct the business/membership manager in their duties to maintain financial records and optimize membership giving
- Plan, execute, host and attend events for the advancement of the SebARTS mission

Board Support

- Provide support and direction to the board in their fundraising efforts to help establish and meet Board fundraising goals
- Apply for, track and submit required reports for granting entities

Administration

- Apply for, track and submit required reports for Corporate sponsorships and gifts
- Oversee reporting requirements, deadlines, processes and procedures for capturing, maintaining, and reporting accurate revenue
- Ensure gifts are processed and acknowledged in a timely manner
- Implement and maintain systems to optimize donor and member retention, including but not limited to patron relationship system (CRM), crowdfunding software, A/R systems such as Paypal, Square, Squarespace, Stripe and Quickbooks
- Provide the ED with reporting on a regular basis to track progress toward advancement goals
- Document best practices for the department

Required Qualifications

EDUCATION

Bachelor's degree or demonstrated relevant equivalent experience.

EXPERIENCE

- 7+ years of experience in a relevant role to include fundraising and communications

- Bachelor's degree in nonprofit administration, public administration, communications or business administration or other related field
- Strong foundation in anti-racism, diversity, equity, and inclusion principles
- Proven experience securing gifts from grant funders or major gift donors
- Familiarity with digital media and strategy to target and increase audience engagement
- Demonstrated experience building, leading, and maintaining an effective advancement team
- Demonstrated written and oral communication skills
- Demonstrated ability to create strategic plans that unite multiple campaigns, outputs, and channels toward common goals, including identifying metrics of success
- Demonstrated organizational skills, initiative, attention to detail, and ability to set and meet deadlines

KNOWLEDGE, SKILLS, AND ABILITIES

- This role requires a comprehensive knowledge of institutional advancement practices, Patron engagement, solicitation and relationship building
- It requires exceptional interpersonal and social skills, professional appearance and ability to work in social environments such as receptions, gallery openings and engagement events
- It requires a working knowledge of visual and performing arts and a demonstrated interest in art
- It requires strong commitment to follow through and completion on work tasks
- It requires Comfort and experience in public speaking
- Strong mentoring skills to coach board, staff and volunteers in the art of fundraising and asking for gifts
- Strong administrative skills and the ability to work efficiently and avoid being overwhelmed by minutia
- Flexibility working with a small leadership team and staff
- Patience and kindness working with large cohort of volunteers and artists

Preferred Qualifications

- Strong experience in membership and volunteer organizations
- Experience creating art

Working Conditions

This is a full time position with work hours occasionally outside regular business hours; evenings and weekends. Work in the office is typical and important to build the esprit de corps among the team. Work from home is available when necessary.

The work is largely behind a desk and in meetings in the office and elsewhere. Some travel may be required, but is not typical.

The art center is a public venue, so interacting with the public and artist volunteers is typical.