About Arts @ Large: Founded in 2001, Arts @ Large activates Milwaukee’s communities to build environments that support arts-rich, lifelong learning. Our mission is to ensure that everyone has access to the arts.

Job Summary: The Director of Development and Marketing (DODM) is a member of the leadership team and is responsible for implementing a strategic approach to fundraising ($1.5M annual operating budget). This position oversees the process of securing gifts from foundations, corporations, individuals, and in-kind resources. In addition, this position oversees all marketing and communication efforts, directing all organizational storytelling across platforms (grant writing and reporting, direct mail program, donor stewardship, print and digital media, and in the community). The DODM effectively describes and promotes the organization to all stakeholders.

Duties and Responsibilities:

Fund Development (65%)

- Collaborate with the Executive Director (ED) to create and implement an annual fund development plan which maintains renewed funder commitments, and increases revenues to support the strategic direction of the organization:
  - Develop and gain approval for an annual fund development income and expenditure budget.
  - Create, implement, and monitor grant writing and reporting schedule.
  - Monitor and evaluate all fundraising activities to ensure that organizational financial goals are being achieved.
  - Collaborates with Program team to determine funding needs and priorities.
  - Prepare regular reports on progress, budgets, receipts, and expenditures.
- Oversee the planning and execution of special fundraising events as specified in the fund development plan:
  - Develop marketing and sponsorship packages; direct solicitation of sponsorship, underwriting, and in-kind gifts related to events.
  - Coordinate all special fundraising campaigns (Giving Tuesday, etc.).
- Manage Donor relationships:
  - Identify and develop foundation, corporate, community, and individual prospect relationships (including conducting prospect research and donor profiles for Executive Director).
  - Ensure donor recognition and stewardship across all print, digital, and media platforms. Develop and execute a donor stewardship program that details proper donor acknowledgment. This includes overseeing all aspects of an Annual Report, newsletters, and other donor communication materials in addition to providing writing support for major donor and individual contribution letters and acknowledgments.
  - Implement annual major gifts program with goals, timeline, and monitoring tool (including Relationship Action Plans for donors). DODM to have monthly donor contact goals.
  - Oversee moves management program and Relationship Action Plans (RAP) for all current and prospective major gift donors.
  - Work directly with Executive Director in making personal solicitation calls and visits to selected donors.
  - Coordinate all donor/prospect tours and on-site visits.
  - Ensure accurate visit/call reports for all donor visits are done promptly and follow donor database guidelines.
- Oversee the administration of a donor database.
- Manage and process all donor gift agreements.

- Foster an understanding of philanthropy within the organization, working with colleagues to understand needs and creating a collaborative system for capturing and reporting on program impact.
- Establish and lead committees, and recruit volunteers as needed to maintain and expand development efforts.

_DODM will serve as a Leadership Team member and staff the Fund Development Committee (of the A@L Board of Directors) in addition to all special event committees._

**Marketing/Communications (30%)**

- Develop a comprehensive marketing plan to promote the organization to its donors and maximize public awareness of the fundraising activities of the organization:
  - Oversee email marketing, list generation, and manage contact lists & data entry.
  - Oversee organizational advertising (SEO, PPC, print/radio/digital).
  - Interface with website development and maintenance.
  - Interface with staff to promote the organization on all social media platforms.
- Coordinate the design, printing, and dissemination of marketing and communication materials for the organization.
- Collaborate on Program documentation and impact storytelling. Work with the A@L Program team to ensure documentation includes:
  - Qualitative/quantitative reports and analysis for ED, Board of Directors
  - Newsletters, program highlights, success stories, and Annual Reports
  - Film and photography of in-school programs, special events, etc.
  - Interface with outside evaluator(s) as needed
- Lead and implement organizational branding.
- Oversee print, digital, and signage needs for A@L building, gallery, and special projects.
- Ensure brand guidelines and expectations are distributed among staff (provide support as needed).
- Develop relationships and interface with local media; create press releases and organizational talking points.

**Staff Management (5%)**:

- Manage direct reports including hiring, training, and ongoing evaluation of staff.
- Develop long-term relationships with internship coordinators at the college level for seasonal department interns.

**Qualifications/Requirements:**

- Bachelor’s degree in a related field required, CFRE certification preferred.
- A minimum of 3-5 years of professional nonprofit agency experience working in a direct fundraising role with supervisory experience is preferred.
- Proven track record of raising funds from diverse sources, including major gifts from individuals, foundations, corporations, and government agencies.
- Experience in overseeing marketing, communications, or public relations responsibilities for an organization.
- Highl...