



## Director of Advancement

### POSITION OVERVIEW

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<b>Compensation:</b>	\$80,000 – \$95,000 salary, DOE; benefits included.
<b>Benefits:</b>	15 days paid time off and 14 paid holidays. <i>ARTS is committed to offering professional development opportunities for staff.</i> ARTS fully covers Medical, dental, vision, and life insurance. 15 days paid time off and 14 paid holidays. <i>ARTS is committed to offering professional development opportunities for staff.</i>
<b>Status:</b>	Full-Time, Exempt. <i>Evening and weekend availability is required.</i>
<b>Location:</b>	ARTS Center (National City, CA), in-person and remote.
<b>Reports to:</b>	Executive Director
<b>Direct Reports:</b>	Communications Manager, Community Engagement Coordinator

A Reason To Survive (ARTS) is a creative youth development nonprofit and community art center serving youth and young adults across South County communities of San Diego. Established in 2001, ARTS has served thousands of youth and families through high-quality arts education, community-based projects, and supportive services.

### POSITION DESCRIPTION

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ARTS seeks a Director of Advancement to join a dynamic and growing team of nonprofit professionals, arts administrators, creatives and teaching artists. Reporting to the Executive Director, this role will be primarily responsible for designing and executing a development strategy for achieving annual and long-term fundraising, membership, and community engagement goals. Essential functions include: grants management, individual giving, donor relations, data and donor management systems, managing direct reports, and coordination with the Board of Directors.

A REASON TO SURVIVE | 200 E 12TH ST, NATIONAL CITY CA 91950  
619. 297. 2787 | WWW. AREASONTOSURVIVE. ORG



The person for this position is *not* your conventional fundraiser and grants administrator. The individual we seek should be passionate about driving the mission, vision, and work of ARTS through the creation and implementation of an innovative funding model that combines contributed and earned revenue – working toward a \$2M budget and a goal of 50% contributed 50% earned revenue by FY26.

Drawing on best practices in community development, nonprofit finance, and social entrepreneurship, the person is an organizational and sector leader who can shape a community-centric development plan that leads ARTS toward long-term sustainability. To reach these goals, this person knows how to gather and utilize data to make informed decisions, has a proven track record of technological savvy to address complex challenges, and shows an abiding commitment to justice, equity, diversion and inclusion as a lens for achieving youth and community outcomes.

## QUALIFICATIONS

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- A bachelor's degree and at least three (3) years of fundraising experience in the nonprofit sector, preferably in fields like arts and culture, youth development / services, education, community / economic development.
- At least two (2) years of management/supervisory experience with a team. Ability to collaborate with colleagues as a leader and team member and work autonomously; strong leadership, time management, and interpersonal skills.
- Experience working with data management platforms and customer management systems. Familiarity with donor management platform (Classy) and CRM (Salesforce) preferred.
- Ability to foster, deepen, and steward relationships with individual donors, foundations, corporate partners, government agencies, and other partners.
- Experience in grant writing and grant management.
- Exceptional written and verbal communication skills, presentation skills, and organizational skills. Ability to translate organizational strategies, programming outcomes, and impact metrics into accessible, relatable communications.
- Excellent organizational and project management skills, supported by technology and other collaboration tools. Proficiency with Google Suite, Microsoft Office. Familiarity with Slack and Asana preferred.
- Curiosity and passion for staying current on fundraising/development best practices, and willingness to invest time to realize new ideas and opportunities to ARTS.

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- Bilingual English/Spanish preferred.
- Professional/lived experience in South County communities of San Diego preferred.

## **DUTIES & RESPONSIBILITIES**

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### Fundraising/Development

- Create and implement a multi-year fundraising/development plan, through a diversified approach of donors, foundations, corporations, public entities, and earned income opportunities, that advances organizational goals and priorities, with measurable objectives. Set monthly and annual fundraising goals; benchmark and track fundraising activities and progress.
- Meet regularly with current, past, and prospective donors, members, foundations, corporate partners, government agencies, and other partners to maintain and grow support of the organization and our programs. Attend other fundraising events and resource development meetings as needed.
- Research, identify and track new funding opportunities, research potential grants; create, manage, and update the grant deadline calendar; author letters of intent and grant proposals, in collaboration with appropriate members of ARTS team; generate grant reports; and manage donor/grant databases.
- Identify and implement an online donation platform suitable to the organization's capacity and needs, and in pursuit of annual and long-term goals.
- Oversee and grow the "ARTS Ambassadors" membership program: cultivate individual giving and acquire new supporters through an membership incentive system that connects donors with the best parts of ARTS' programs and operations.
- Direct membership, fundraising campaigns, and appeals through direct mail outreach, email marketing, and social media.
- Provide leadership for annual fundraising events: Spring and Fall Open Houses/Exhibitions, and end-of year campaign. Plan and host other fundraising and membership events through the year, as necessary.

### Communications & Outreach

- Communicate effectively with funders, donors, ARTS Ambassadors, and supporters through traditional and social media, email marketing, and direct mail communication, in support of fundraising and development goals.
- Oversee CRM and donor databases for fundraising and prospect management.

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- Provide direction and support to Communications Manager in creating and disseminating marketing/development materials such as: infographics, annual reports, organizational brochures, case-making materials, promotional decks, website and newsletters, and other outreach and printed materials.
- Provide direction and support to Community Engagement Coordinator in identifying sponsors and partners for events, fundraising activities; engaging with families and community members to support development.

#### Board of Directors Coordination

- Serve as liaison to the Board on fundraising and development-related activities; support on agendas and relevant correspondence.
- Liaise with the Finance and Development Committee, a standing committee of the Board, as necessary.
- Attend Board meetings, as necessary.

#### General Admin

- Work with the ARTS team on building a positive organizational culture, strategic planning, goal setting and budgets.
- Attend regular staff meetings, department meetings, 1:1 meetings with direct reports
- Represent ARTS at meetings held by regional/local economic and community development agencies, chambers of commerce, and other partner organizations, as necessary.
- Prepare biweekly (and as necessary) fundraising/development reports for the ED.

*The statements contained herein describe the scope of the responsibility and essential functions of this position, but should not be considered to be an all-inclusive listing of work requirements. Individuals may perform other duties as assigned. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time unless restricted by a negotiated contract.*

#### **At-Will Employment Status.**

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## HOW TO APPLY

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**Application Deadline: Tuesday, June 20, 2023**

Please provide the following items (PDF versions preferred):

- 1) Your current resume/CV, *and*
- 2) A cover letter stating your interest in and qualifications for the position (2 pgs max.)

Applications submitted without a resume/CV and a cover letter will not be considered.

Please email the application materials to:

James Halliday (Executive Director, ARTS)

[opportunities@areasonotosurvive.org](mailto:opportunities@areasonotosurvive.org)

Email subject line: "Director of Advancement"