

CA Center for the Arts, Escondido
Director of External Affairs

Position Report to:
CEO

Position Status:
Full Time
Salary - Exempt

Position Summary:

In collaboration with the CEO, the Director of External Affairs is responsible for all aspects of fund raising, marketing, and promotion for the California Center for the Arts, Escondido. The Director of External Affairs designs and implements annual and multi-year strategies to achieve or exceed the Center's goals for earned and contributed revenue from all sources, including annual fund, major gifts, endowment, planned giving, corporations and foundation, government, and special events.

Essential Functions:

Duties include, but are not limited to the following:

- Create and implement short and long term fundraising and Marketing plans and goals.
- Lead, manage, and direct the Center's development/fundraising/marketing team to reach contributed and earned revenue goals.
- Cultivate and nurture relationships with current and potential corporate and foundation sponsors, individual donors, members and Board members.
- Develop and grow individual donor base; manage annual giving campaign; and cultivate major gifts.
- Oversee the operations of the integrated Marketing and Development Department, including management of staff and budget.
- Think strategically about "connecting the dots" between people, money, community resources and the Center to reach goals.
- Collaborate with CEO and participate in identifying and executing high-end development "asks."
- Create and maintain a positive, results-oriented, team-minded culture.
- Manage the department dynamically, such that the department is closely responsive and also proactive with regard to the Center's mission, community needs and regional or industry trends.
- Lead the department's active presence in the community to cultivate a healthy flow of information, feedback, engagement and participation in the Center's mission.
- Analyze the department's performance regularly (monthly) and adjust or develop the strategic plan/goals as needed
- Identify areas of collaboration between the departments that improve overall organizational efficiency and effectiveness.
- Manage and fulfill other tasks as assigned by the CEO.

Qualifications:

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- Experienced in and knowledgeable about all aspects of fundraising, including capital campaigns, endowment, donor research, and planned giving.
- Demonstrated success in direct solicitation of potential donors as well as planning, organizing, and managing fund raising and marketing campaigns.
- Demonstrated success in working with budgetary procedures and policies and experience reporting both expense and revenue figures.
- Experience working with high-end donors, Board members; and community resources.
- Keen analytical and strategic thinking skills.
- High level of skill and attention to detail in planning and directing of all aspects of department management, especially the ability to identify weaknesses and strengths within departments.
- Superior oral and written skills with the ability to translate the Center's programs into lay language for potential donors and patrons.
- A complete knowledge of federal and state laws pertaining to all forms of charitable gifts, including IRS rules and regulations and accounting methods for contributed revenue.
- Current knowledge of non-profit fundraising techniques, including research and preparation of requests to foundations and corporations, corporate sponsorships and direct mail fundraising for program and general operating support.
- Senior-level supervisory experience.
- 5+ years of experience in non-profit arts management at a senior level.
- Ability to mobilize, engage and encourage staff to create a team environment.
- Knowledge and high level of proficiency in ticketing and donor software system(s) required; Word, Excel and general computer skills.
- Ability to work long hours at times (including some evenings and weekends).

Compensation:

\$ 55,000 to \$60,000

Benefits:

Full Time employees are eligible to receive health insurance including medical, dental, and vision; immediate accrual of vacation and sick time; and participation in the Center's retirement savings plan.

Work Schedule:

At a minimum, employee will work forty hours per week but will be required to work after hours, weekends, or as necessary to meet the demands of this position.

Physical demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is occasionally required to stand, walk, sit, use hand to finger, handle or feel objects, tools and/or controls, reach with hands and arms, climb stairs, balance, stoop, kneel, crouch, crawl, talk and hear. The employee must occasionally lift and or move up to 25 lbs. Specific

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vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception and an ability to adjust focus.

Work Environment:

Work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential function of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing this job, the employee is exposed to weather conditions prevalent at the time. The noise level in the work environment is moderate.

Application Process:

To learn more about our organization, please visit www.artcenter.org. Please submit resume and cover letter (including position title) via Fax , mail or email (in Word format) to: HR, CA Center for the Arts, Escondido, 340 N. Escondido Blvd, Escondido, CA 92025, FAX 760/ 739-0205; Email in Word format only to CAHR2008@gmail.com. Applicants may apply in person Monday - Friday from 9am - 4pm. EOE/Drug Free Employer.