



ORGANIZATION: Exploring the Arts (ETA)
POSITION: Development Director
LOCATION: New York City
REPORTS TO: Toby Boshak, Executive Director

About Exploring the Arts

Founded by Tony Bennett and Susan Benedetto in 1999, Exploring the Arts' (ETA) vision is for all young people to experience the transformative power of the arts. In realizing this vision, our mission is to increase equitable access to arts education in historically under-served schools.

We work in partnership with public middle and high schools to provide:

- School-based programs to help principals and teachers develop sustainable arts programs and better leverage the arts to strengthen student learning and engagement.
- Direct out-of-school student programming to nurture youth development through arts training, college and career preparedness, and social-emotional skill building.

ETA intentionally seeks out school communities in both cities where there is an opportunity to support growth in their arts offerings, and where there is vision and commitment to the arts even in the face of historic under-resourcing. Student programs forge college and career pathways for youth who have traditionally faced structural barriers to opportunities in the arts.

Using a holistic approach, ETA aims to help schools attain their vision for sustainable, rigorous, and sequential in-school arts programs while offering critical out-of-school-time arts opportunities for select students that build their social emotional competencies through the arts. Through the entry-point program, our **4-Year Plan**, ETA staff coaches school leadership to create an individualized road map to build, refine or enhance their arts programs. Students at each Partner High School are eligible to apply for the 2-year **Arts Internship Program**, providing 1:1 mentorship opportunities in all art forms and, in New York City, the **Lang Arts Scholars Program**, which provides three years of arts training, college preparedness, and career readiness to talented students who demonstrate need. ETA is the local program partner of the John F. Kennedy Center for the Performing Arts' **Turnaround Arts** initiative. Through this partnership, TA: NYC, ETA works with four Bronx middle schools to strengthen their music programs, establish sustainable arts integration initiatives, and build a viable pipeline to arts-focused high schools throughout the City,

For more information about ETA please visit www.exploringthearts.org

Position Summary

Exploring the Arts (ETA) is seeking an exceptional Development Director to join our bi-coastal team with offices in Astoria, NY and Pasadena, CA. In coordination with the Executive Director, Development Consultant, and part-time Development & Administrative Assistant, the Development Director will lead ETA's revenue generation. Specifically, the Development Director is responsible for envisioning, managing and executing an overall fundraising plan including individual giving, institutional grants (with the support of a Development Consultant) and event fundraising (large-scale events have the benefit of an outside event planning firm). In collaboration with the Executive Director and Board members, they will cultivate/steward donors through site visits and events. The position reports to the NY-based Executive Director.

The Development Director is a collaborative, knowledgeable, and highly motivated individual with excellent communication skills (verbal and written) and a proven fundraising record. They demonstrate a passion for ETA's mission and the skill to inspire donors to give. The position requires the ability to lead multiple projects simultaneously while coordinating with both internal and external stakeholders.

Responsibilities

General Development

- Develop, implement, and manage a comprehensive fundraising plan
- Serve as the lead of a small Development Team consisting of a Development Consultant, and part-time Development/Administrative Assistant to execute overall fundraising strategy
- Collaborate regularly with all staff, particularly program staff in NY and LA, to ensure an understanding of ETA's programs and the knowledge to share this understanding with donors and funders
- Create consistent, compelling fundraising language
- Develop narrative and support materials (visuals, testimonials, budgets, etc.), as needed, for complex, time-sensitive proposals

Individual Giving

- Create specific strategies, actions, and communications for donor acquisition, cultivation, solicitation, stewardship, and ongoing assessment/impact throughout the year
- Analyze results of iWave wealth screening and with the Executive Director, develop a plan for moves management
- Research, test, and implement new fundraising methodologies
- Plan and manage direct mail appeals, website content related to fundraising, social media fundraising, and donor database (Salesforce)
- Develop expense budget recommendations necessary to implement direct mail campaigns and special events
- Ensure all materials (e.g., letters, reports, invitations, narratives and attachments) are of the highest professional quality and all deadlines are met

Events

- Increase donor engagement and cultivation by managing an array of events (on both coasts) throughout the year
- Manage relationships with external vendors and internal departments to create successful events
- Work collaboratively with the Executive Director, Board and outside event planning firm to design, manage, and facilitate fundraising events and Galas, including securing sponsorship, leadership, event committees, managing volunteers, and acting as the staff point of contact
- Manage fulfillment of event benefits to donors

Database Administration

- Generate Salesforce reports for analysis and maintain integrity of Salesforce data through detailed recordkeeping for key contacts, funders, donations, and campaigns
- Supervise part-time development assistant
- Develop and update proposal and reporting templates by coordinating with the Executive Director, program staff, finance staff, and teaching artists when necessary to obtain program information, anecdotal and statistical data, and internal and external research; ensure templates are stored in the grants management files system
- Complete other assignments and projects related to fundraising as needed

Qualifications

Required

- Proven track record of working in a collaborative environment, with demonstrated success in raising funds from and cultivating individual donors (at least 5 years with increasing levels of responsibility)
- Prior experience in planning and moves management of individual donors through the pipeline (from event attendees to major gifts to planned giving)
- Experience working with finance teams to create programmatic and general operating budgets and to assist with the allocation and tracking of restricted funds
- Strong project management and organizational skills, ability to prioritize and work effectively with leadership
- Experience working with diverse and cross-functional teams, particularly programs and finance
- Experience in creating social media fundraising campaigns
- Ability to use Google Docs, Word, Excel, PowerPoint, and reporting tools
- Understands, values, and reciprocates effective, clear, and timely communication
- Exhibits strong interpersonal and relationship-building skills
- ETA requires all employees to be fully vaccinated against COVID-19 unless a medical or religious exemption is approved. Being fully vaccinated means that an individual is at least two weeks past their final dose of an FDA or WHO authorized COVID-19 vaccine regimen. As a condition of employment, newly hired employees will be required to provide proof of their COVID-19 vaccination.

Preferred

- Knowledge of NYC and/or LA funding landscape for education, arts education, youth development and relationship-based mission-driven organizations
- Bachelor's degree preferred or equivalent work experience. Candidates who don't have a bachelor's degree are encouraged to apply if they can demonstrate results-oriented experience
- Creative and strategic
- Passion for ETA's mission and 2-4 years experience in arts education or arts-related organization
- Working knowledge of Salesforce

Key Performance Indicators

- Fundraising plan meets task and timeline benchmarks
- Quarterly fundraising goals with 5% variance are met; course corrections identified as needed

Compensation/Benefits

The salary range is \$100,000-\$110,000 with exempt status. The candidate's starting salary will be within this range and is commensurate with their experience.

ETA's benefits package includes:

- Generous PTO: ten vacation days (which increases with longevity at the organization), six sick days per year and four additional floating days for personal use. In addition, ETA observes 12 national holidays, closes between Christmas and New Year's Day, and observes summer Fridays.

- **Comprehensive Coverage:** Employer-paid health and dental insurance, long-term disability plan, life insurance, subsidized transportation, and an employee-contributory 401k savings plan.
- **Work-Life Balance:** ETA is currently a hybrid work-place. NYC staff reports to the office in Astoria once each week; LA staff reports to the office as needed. Both teams attend in-person activities (school visits, programmatic events, fundraising events, etc.) as needed.

ETA is an equal opportunity employer. We are committed to a diverse staff and strongly encourage applications from people of color, women, transgender people, and members of the LGBTQ+ community. We are dedicated to considering a broad array of candidates, including those with diverse workplace experiences and backgrounds. If you believe that you could excel in this role, even if you feel you do not meet every requirement outlined above, we encourage you to apply. Please use your cover letter to tell us what you hope to bring to this role.

To Apply

Qualified candidates may apply by sending a cover letter that addresses the prompts below and resume to careers@exploringthearts.org with the subject line "Development Director." No phone calls please.

Candidates who demonstrate knowledge of and alignment with ETA's mission and core values along with examples of fundraising success will be most competitive. Please detail the following information in your cover letter: how your skills and experience meet the qualifications of the position, what are your career goals and how this position fits within those goals, and how you heard about this opportunity.