

Director of Advancement

The Morean Arts Center is seeking a Director of Advancement to lead our fundraising efforts. This visionary team leader will guide and manage a small Development and Marketing (Advancement) Department. As the chief fundraiser, the Director of Advancement will partner with the Executive Director and Board members to significantly increase total contributed income, focusing on major gifts of \$100,000 and above.

PRIMARY RESPONSIBILITIES

Fundraising Leadership

- Develop and execute a comprehensive fundraising strategy in collaboration with the Executive Director and Executive team, aligning with the Morean's short- and long-term goals.
- Oversee all aspects of the Morean's Development and Marketing Department, including Board, major, foundation, corporate, and government giving; the M Circles (\$1,000+) individual giving programs, special events, and all membership levels.
- Lead major gift fundraising efforts, cultivating and securing significant donations to support Morean's initiatives and future capital campaign.
- Prepare and manage strategic development plans, presenting regular progress reports to the Executive Director and Board.

Donor Cultivation and Stewardship

- Take primary responsibility for major donor interactions, supporting the Executive Director and Board in all major donor and prospect engagements.
- Plan and oversee donor cultivation events, including exhibition openings, tours and annual fundraising events.
- Maintain and grow a portfolio of high-level foundation and corporate relationships, supporting all fundraising initiatives, including planned giving.
- Utilize the Altru database and other tools to maximize donor relationships and ensure accurate, timely reporting.

Department Management and Mentorship

- Develop, manage, and mentor the Development and Marketing team, empowering staff to excel in their roles and providing resources and recognition for their successes.
- Conduct bi-annual performance evaluations and offer ongoing support to ensure departmental goals are met.
- Prepare and manage the annual Development and Marketing budgets, monitoring expenses to stay within revenue parameters.
- Contribute to the Morean's overall success as a key member of the Executive Team.

Marketing and Brand Management

- Design and implement a marketing program to meet revenue and attendance targets through various channels, including direct mail, advertising, website and social media.

- Lead the Marketing team in creating a sophisticated plan to solidify the Morean's brand and promote its programs and events.
- Analyze visitor profiles to engage core audiences and develop strategies to reach new, diverse audiences.
- Collaborate across departments to strengthen communication strategies for distinct and diverse audiences.

Board and External Relations

- Serve as the primary liaison to the Marketing and Development Committees of the Board of Trustees and as the main Development contact with the Board.
- Work with the Board Chair, Executive Director, Development and Marketing Chairs, and Board members to leverage their development and networking capabilities.
- Represent the Morean at community events and conferences as appropriate.
- Act as the point of contact for media inquiries and represent the Morean in media interviews.

TRAITS AND CHARACTERISTICS

- Commitment to the mission and goals of the Morean.
- A high degree of creativity, energy, and initiative.
- The ability to inspire and motivate staff, donors, prospects, board members, and volunteers.
- Leadership and personal accountability, fostering trust and positive working relationships.
- Strong customer focus and interpersonal skills, communicating effectively and respectfully.
- Goal-oriented with a track record of achieving measurable results.

QUALIFICATIONS

- 8+ years of experience in development, fundraising, and marketing, with a strong understanding of integrating these areas.
- Proven success in fundraising and managing financial resources.
- Bachelor's degree required; advanced degree preferred.
- Excellent communication skills and a passion for the visual arts.

To apply, please send resume and cover letter to humanresources@moreanartscenter.org