



ARTS FOR THE AGING

DEVELOPMENT AND COMMUNICATIONS DIRECTOR POSITION DESCRIPTION

REPORTS TO:	Director & CEO
LOCATION:	15800 Crabbs Branch Way, Rockville, MD 20855
SUPERVISES:	Communications Fellow; Program and Communications Intern; in Fall 2022 Grants Coordinator; in 2023 Communications Coordinator.
FLSA CLASSIFICATION:	Exempt
STANDARD HOURS:	9:00 a.m. – 5:00 p.m. M-F

Arts for the Aging engages older adults and caregivers with diverse abilities and backgrounds in health improvement and life enhancement through regular participation in the multi-disciplinary arts. With a vision in Greater Washington D.C. and beyond to demonstrate excellence in multidisciplinary, participatory, and inclusive arts programming, Arts for the Aging has known since 1988 what studies now show, that regular arts engagement has the therapeutic power to improve physical, cognitive, and emotional health—inspiring empathy and respect, fostering communication and belonging, and promoting social connection.

This position is ideal for someone with previous nonprofit experience interested in furthering a career in fundraising-development, individual giving, donor relations, communications, and grant writing and administration. Priority focus is on candidates who currently operate in a fundraising management role and are seeking to take on director level responsibility. In addition, this position requires a person who is dedicated to supporting Arts for the Aging’s culture and values, and who is dedicated to aligning programs, practices, and communications accordingly.

On cultural equity: We realize that to date we are in the early stages of fulfilling our responsibilities as a cultural organization in terms of promoting diversity, equity, inclusion, and accessibility (DEIA) within. As steps in that direction, an equity cohort of key internal stakeholders meets bi-monthly to guide implementation of a comprehensive organizational assessment on cultural equity; and we are targeting administrative and fundraising efforts to help us set up an environment welcoming to a more diverse staff.

POSITION OVERVIEW:

The Development and Communications Director, in collaboration with the Director & CEO and other members of the Staff, is responsible for securing and maintaining public and private institutional funding through grant proposals and reports and for raising unrestricted and restricted revenue from corporations and individuals. The Director also oversees Art for the Aging’s growing marketing and communications efforts, including the annual report, newsletters, website, media relations, social media, and other vehicles. The Director works with a contracted Grantwriter, and supervises two part-time positions (a Fellow and an Intern), focused on programming and communications. As Arts for the Aging builds the department, oversight will extend to a Grants

Coordinator and a Communications Coordinator, full-time new hires anticipated over the next 12 months, and the phasing out of contracted grant-writing.

SPECIFIC RESPONSIBILITIES:

Fundraising and Grant Administration and Support:

- Execute annual development plan and refine, as needed.
- Lead grant proposal development, funding requests, and report writing. Assist Grants Coordinator in identifying and cultivating grants, and track pre-and post-award funder deadlines.
- Partner on the submission of funding requests (e.g. compiling and/or drafting necessary documents to create an application package).
- Oversee the grants and contracts calendar.
- Produce and manage mailings, fundraising appeals and online campaigns, including creating mail merged documents, and donor acknowledgement correspondence templates.
- Maintain digital communications such as e-newsletters and social media calendars pertinent to fundraising activities. Manage the Communications Fellow and the Program and Communications Intern in producing online campaigns.
- Oversee Administrative Manager to process and enter payments for donations, make calls to donors regarding declined or expiring credit cards, document gifts, prepare acknowledgement letters, tax receipts, and other correspondence.
- Collaborate with the Director and CEO position to re-institute board-hosted fundraising events which were put on hold during the pandemic.
- Participate in trainings and webinars as needed.

Prospect Research:

- Support Grant Coordinator in conducting preliminary research and analysis to identify, qualify, and select prospective individual, corporate, and foundation donor.
- Track donor opportunities, research prospects, and support proposal development.
- Establish and manage donors to move them to higher level of engagement and higher levels of giving.

Database Management

- Collaborate with Administrative Manager to assist with maintaining donor/donor-prospect database, software tools, and systems. Create and generate revenue, donor information, fundraising, ad hoc, and audit reports.
- Collaborate with Administrative Manager regarding donor database and financial systems to ensure accurate information and reporting.
- Track institution grants and the move management process (set goals, create a plan, record, etc.).

Communications:

- Manage the work of the Communications Fellow and the Program and Communications Intern in maintaining and creating content for the website, blog, e-newsletter, social media platforms, and other digital marketing efforts. Create communications to target potential clients, partners, and donors; drive traffic to website and track engagements to help educate, raise awareness, and to increase sales.

- Manage the work of the Communications Fellow and the Program and Communications Intern in developing internal organizational announcements and revising existing documents and materials such as annual reports and press releases.
- Manage the work of the Communications Fellow and the Program and Communications Intern in implementing communication strategy and executing communications plan.
- Participate in brand management and promotion, provide customer service to donors and other constituents including identification and segmentation.

Performs other job-related duties and functions as assigned

MINIMUM QUALIFICATIONS & SKILLS:

- Bachelor’s degree or an equivalent combination of education and experience.
- Two (2) years of directly related experience in a nonprofit development or fundraising role
- Proven track record of obtaining 4 – 6 figure grants and of raising 4 – 6 figure gifts from donors
- Ability to handle confidential donor/constituent information with sensitivity and integrity
- Knowledge and experience using database software, such as DonorPerfect (current system), iMIS, Raiser’s Edge, Personify, Salesforce, eTapestry, Giftworks, Sage, DonorSearch or similar systems
- Knowledge of Microsoft Office Suite, particularly Excel required
- Knowledge of Adobe Suite software and other design software tools such as Canva
- Highly motivated, creative, self-starter with demonstrated entrepreneurial inclination
- Ability to communicate clearly and concisely (written and verbal)
- Social media savvy; experienced with content creation using a variety of platforms such as Facebook, Instagram, LinkedIn, Twitter, and Constant Contact.
- Familiarity with technology tools for social media management, web-conferencing, project management, and website maintenance (CloudCampaign, Zoom, Trello, Wordpress).

PREFERRED QUALIFICATIONS:

- Detail oriented with a dedication to accuracy
- Strong organizational and time-management skills
- Strong interpersonal, listening, cross-cultural, and relationship building skills
- Demonstrated experience managing supporting staff

ADA SPECIFICATIONS:

This position is located in Rockville, MD, with occasional local/regional travel. Arts for Aging will be operating a hybrid telework and office schedule starting the summer of 2022. The role is primarily sedentary, but may require the ability to occasionally lift items weighing up to 25 pounds and transport them to another location.

Arts for the Aging is an equal opportunity employer and values diversity. We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, disability, or other protected class status.

The above statements are intended to describe the general nature and level of work being performed by the individual(s) assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required. Management reserves the right to modify, add, or remove duties and to

assign other duties as necessary. In addition, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.

ANTICIPATED HIRE DATE: July 2022

APPLICATION INSTRUCTIONS:

Send your cover letter including what makes you a good fit for this role, and your resume, to info@AFTAarts.org. Attention/Subject: Development and Communications Director Search. Incomplete applications will not be considered. No phone inquiries or snail mail applications, please.

COMPENSATION/BENEFITS:

Salary range: \$50,000 - \$65,000 commensurate with experience. Benefits: Vacation, sick/personal leave, health insurance plan, Savings Incentive Match Plan (SIMPLE IRA retirement plan), professional development, business travel reimbursement.