



JOB DESCRIPTION

Job Title	Director of Development	Reports To	CEO
Department	Development & Marketing	Supervises	Events Manager, Database & Development Associate & Marketing Manager
FLSA Classification	Exempt	Date of Last Update	July 31, 2025

Role:

The Director of Development provides strategic leadership in advancing the mission of Mark Arts through effective fundraising, integrated marketing, and event center oversight. This individual is responsible for designing and implementing a comprehensive resource development plan that includes individual giving, grants, corporate sponsorships, and special events. The Director also oversees marketing strategies that elevate Mark Arts' visibility and community engagement. This position plays a vital leadership role on the management team and works cross-functionally to ensure mission alignment and financial sustainability.

Essential Major Duties and Responsibilities:

Strategic Resource Development (70%)

- Leads the design and execution of a comprehensive fundraising plan that supports both current operations and long-term growth including:
 - **Major Gifts and Capital Campaigns:** Develops and implements strategies to identify, cultivate, solicit, and steward major donors. Works closely with the CEO and Board to support capital campaign planning and execution, including case development, donor engagement, and campaign materials.
 - **Fundraising Special Events:** Oversees signature fundraising events such as *Versus: A Live Art Battle*, *New Year's Eve Gala*, *Rodeo Drive*, and *Crave Culinary Festival* to generate contributed revenue and community engagement.
 - **Grant Writing and Management:** Directs grant research, application writing, and reporting processes; builds and maintains relationships with local and national foundations.
 - **Membership and Donor Benefits:** Manages the annual membership campaign and oversees donor recognition and benefit programs.
 - **Donor Cultivation and Stewardship:** Implements a systematic approach to donor engagement, including cultivation, solicitation, personalized stewardship, and recognition activities.
 - **Sponsorship Fulfillment:** Coordinates fulfillment of sponsorship benefits across departments, ensuring timely and accurate delivery of value to corporate partners.
 - **Evaluation and Strategy:** Regularly evaluates the development strategy's effectiveness, ensuring revenue benchmarks, retention, and impact goals are met.
 - **Planned Giving:** Establishes and promotes a planned giving program, including outreach to potential legacy donors, creation of materials, and donor stewardship strategies in collaboration with financial and legal advisors.
- Serves as staff lead for *Designing Women*, including the annual *Holiday Tables* fundraiser and membership programming.
- Partners with the Exhibitions & Engagement Director and Education Manager to identify and secure funding for exhibition, educational programs, and outreach initiatives.
- Manages budgets aligned with development goals and revenue targets.
- Leads and supports volunteer fundraising groups, including the Resource Development Committee and *Versus: A Live Art Battle* Task Force and provides regular updates to the Board of Trustees.
- Oversee the Blackbaud/Altru donor database and ensuring data integrity and staff utilization to support fundraising goals.



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Integrated Marketing & Communications (15%)

- Provides strategic direction for all marketing and communication efforts across departments and events.
- Builds and maintains relationships with media outlets and ensures timely press releases and media alerts are sent.
- Supervises the Marketing Manager to ensure effective execution of the marketing plan and strategies including:
 - Creating an annual marketing plan aligned with organizational goals.
 - Upholding and advancing Mark Arts' brand identity in collaboration with agency partners.
 - Managing content creation, design, and printing for organizational materials.
 - Developing and implementing a social media strategy and content calendar.
 - Creating and updating website content in collaboration with staff and agency partners.
 - Managing email marketing campaigns, lists, and performance reporting.
 - Promoting outreach initiatives in collaboration with community partners.
 - Maximizing marketing-related budgets.
 - Maintaining and actively updating email marketing database.
 - Providing photography and videography support as needed.

Event Center Oversight (15%)

- Provides operational leadership on vendor relationships, event center policies and procedures to ensure exceptional customer service and adherence to Mark Arts standards.
- Serves as the backup Manager on Duty for rentals as needed.
- Supervises the Events Manager to ensure the successful execution of all event operations, including:
 - Developing and driving sales goals to achieve revenue and utilizations targets for the event center.
 - Creating and implementing a sales plan that targets weddings, corporate events, and nonprofit special events.
 - Ensuring timely and high-quality delivery of contracted services.
 - Evaluating customer satisfaction and implementing improvements based on feedback.
 - Overseeing the maintenance and readiness of the Great Hall and other event venue spaces, including furnishings and equipment.

Skills & Abilities Required:

- Exceptional communication skills – verbal and written, including public speaking and persuasive donor engagement.
- Strong leadership and team-building capabilities; able to motivate and manage staff.
- Highly organized and able to manage multiple projects and deadlines.
- Methodical thinker with the ability to execute both high-level planning and direct implementation.
- Proficiency in Microsoft Office Suite, Adobe Creative Suite, and web-based platforms.
- Experience with donor and marketing databases, such as Blackbaud/Altru, Constant Contact, and WordPress.
- Knowledge of social media platforms and digital marketing best practices.
- Professional demeanor and appearance.
- Ability to work a flexible schedule including evenings and weekends as needed.
- Sound financial acumen with basic math and budget management skills.
- Meticulous attention to detail and data integrity.

Qualifications:

Education:

Bachelor's degree required.



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Experience:

- Minimum of 7 years of progressive experience in fundraising and marketing/communications, preferably in a nonprofit or arts environment.
- Demonstrated success in major gift cultivation, grant writing, and fundraising event management.
- Experience supervising teams and managing profit & loss statements.
- Familiarity with brand standards and visual identity management.

Physical/Environmental:

Ability to lift up to 25 pounds regularly.

Must have visual acuity including distance, color, peripheral vision, and depth perception.

Work environment may include noise levels.

EMPLOYEE ACKNOWLEDGEMENT

I, _____ Acknowledge Review of This Job Description.
(Employee's Name - PRINT Name)

Employee's Signature

Date

Supervisor's Signature

Date