

POSITION ANNOUNCEMENT



DIRECTOR OF ADVANCEMENT

Posting Date: July 2023
Status: Full time, 35-40 hrs./week
Reports To: Artistic & Executive Director

The Pensacola Children's Chorus seeks a resourceful, connected, highly organized, and dynamic professional to serve as its Director of Advancement. As a valuable member of the organization's administrative backbone, the Director of Advancement will manage fundraising and public engagement efforts. With a focus on donor strategy, audience engagement, and advocacy, the Director of Advancement will work alongside existing staff and the Board of Directors to further the organization's mission to transform the lives of young people and the community at-large through impactful encounters with music and the arts.

The Pensacola Children's Chorus (PCC) is the largest youth-focused performing arts organization in Pensacola and is the largest purveyor of music education for community youth throughout Northwest Florida. The flagship Resident Choir boasts 11 ensembles comprised of hundreds of singers in grades 1-12. With an intensive performance schedule of 30-40 events a year, these choirs reach an annual audience of over 25,000 individuals. Built upon a foundation of positive youth development and social emotional learning, all of PCC's educational and performance programs strive to equip a new generation of leaders to be successful in all stages and walks of life. This is accomplished through innovative performance mediums, unique ensemble models, and opportunities for community service, personal growth, and leadership.

Entering its 34th year with the 2023-2024 season, PCC has extended its programmatic footprint beyond Downtown Pensacola to include neighborhood resource centers and agrarian communities near the Florida/Alabama state line. Additionally, a new partnership with the Escambia Children's Trust will provide free access to PCC's programs to Escambia County youth who need them most. There's no better time to be a part of PCC!

Purpose of Position

The Director of Advancement (DA) manages the organization's fundraising and public engagement initiatives. Focusing primarily on donor strategy, the DA leads all development, external communications, and brand management efforts. As chief fundraiser, the DA spends considerable time stewarding donors, patrons, partners, and prospects from across Northwest Florida, as well as representing PCC publicly as an extension of the Artistic & Executive Director (AED). When strategically necessary, the DA works with the AED to cultivate and request major contributions and support from individuals.

The Director of Advancement collaborates with the Board of Directors, especially the finance and fundraising committees, to set and achieve annual and long-range fundraising goals, measuring progress throughout the year to ensure success. The DA coordinates with program staff in order to support funding needs and priorities and to ensure clear and targeted messaging, brand management, and strengthened relationships with supporters.

Essential Duties & Responsibilities

Development & Stewardship (70%)

- Develop and oversee fundraising strategy in partnership with the Board of Directors and senior staff;
- Maintain portfolio of donors and prospective donors from across Northwest Florida through cultivation, solicitation, and stewardship;
- Establish and strengthen relationships between PCC and individuals, corporations, government agencies, foundations, and/or grantmakers;
- Supervise, contribute to, and submit proposals to grantmaking organizations in collaboration with program staff;
- Publicly represent the organization on behalf of the AED when deemed strategically or practically necessary;
- Plan and execute special fundraising initiatives, including in-person fundraising events, donor recognition events, direct mail campaigns, and online fund drives, among others;
- Coordinate the seating of sponsor tickets to all mainstage performances, and;
- Assist in the planning and execution of member-led fundraising events and/or initiatives.

Marketing & Communications (25%)

- Develop and oversee marketing strategy in partnership with the Board of Directors, Marketing Director, and senior staff;
- Supervise full-time Marketing Director and oversee the design and dissemination of print and digital marketing instruments, and;
- Identify new opportunities for marketing and maintain relationships with existing partners.

Essential Duties & Responsibilities (continued)

Management & Evaluation (5%)

- Monitor fundraising targets within the organization's budget to ensure that monetary goals are achieved;
- Participate in the planning and accomplishment of the objectives codified within the organization's strategic plan;
- Construct evaluative tools and systems of measurement related to organizational performance;
- Communicate regularly with staff and board in order to strategize about the status of fundraising, marketing and stewardship;
- Handle sensitive information in a confidential and professional manner, and;
- Other relevant duties as requested by the Artistic & Executive Director.

Qualifications & Capabilities

- Affinity toward PCC's mission to foster the personal and social growth of its members and engage the community through inspirational musical experiences;
- Bachelor's degree (major in business, nonprofit management, arts administration, or a related field preferred);
- At least 3 years of increasingly responsible experience in fundraising;
- Experience in developing strategic fundraising goals and implementation plans;
- Personality traits which lend themselves to quickly establishing relationships with current and prospective donors;
- Active (or previously active) participation in the performing arts (if not, a demonstrated desire to learn their purpose and potential);
- Functional knowledge of online e-mail campaign managers (e.g. Constant Contact, MailChimp), digital design programs (e.g. Photoshop, inDesign), online web development tools (e.g. Wix), and social media marketing (e.g. Facebook, Instagram);
- Proficiency in Microsoft Office Suite (Word, Excel, Powerpoint);
- Attention to detail, especially when it comes to the construction and layout of external communications;
- Knowledge of varying digital, print, and on-air marketing mediums;
- Strong public speaking skills;
- Experience motivating and collaborating successfully with other paid staff as well as volunteers;
- Effective written, verbal, and non-verbal communication skills;
- Ability to handle confidential information professionally and discreetly;
- Strong multi-tasking and time-management skills, with the ability to prioritize and re-prioritize tasks as needs arise, and;
- Previous employment within an arts organization (preferred).

Other Requirements

- Flexibility to shift working hours (to potentially include nights and weekends) to support organization's major performances and events, especially the last two weeks in February, the first two weeks in May, and the first two weeks in December;
- Ability to lift 25-30 pounds, and;
- Access to a reliable vehicle that could be used to transport small- to medium-sized boxes and equipment.

Compensation & Benefits

- \$50,000 - \$60,000 annual salary, based on experience
- Up to 3% employer match on IRA contributions
- Employer-sponsored health, dental, vision, and life insurance
- 10 days (80 hours) paid vacation
- 3 days paid sick/personal leave
- 25 days paid holiday leave (evaluated annually by Board of Directors)
- Professional development allowance
- Qualifying mileage and expense reimbursement
- Opportunities for bonuses and annual performance-based raise

How to Apply

Interested candidates should prepare the following:

1. Cover letter that expresses interest for position and summarizes relevant qualifications;
2. A one-page résumé which highlights relevant work experience;
3. References with phone numbers and e-mail addresses.

All applications will be reviewed on a rolling basis, and receipt will be acknowledged via e-mail within 3 business days. References will not be contacted without prior permission from the candidate. Any offer of employment is contingent upon successful completion of a background check.

Applications that do not contain all three (3) required materials will not be reviewed. Please address materials to Alex Gartner, Artistic & Executive Director, and submit them via e-mail to jobs@pensacolasings.org by no later than **August 15, 2023**.