



Director of Development and Marketing

The Center for Craft seeks an experienced and dynamic Director of Development and Marketing to bring the vision, drive, and creativity to reach ambitious fundraising goals while expanding our national audience. This position offers an energetic and forward-thinking leader the opportunity to partner with the Executive Director in growing the Center's reputation as a leader and innovator.

The Director of Development and Marketing will align the organization's fundraising and communication efforts including the creation and implementation of a comprehensive marketing, branding, and fundraising plan aimed at increasing visibility, building audience engagement, and generating contributed revenue. The position will secure at least 20 percent of the Center's \$2.3 million budget through diverse funding sources. The ideal candidate possesses a strategic mindset, strong project management skills, and a collaborative, results-oriented approach.

The Director will be responsible for generating fundraising and marketing strategies to advance the Center's mission, strengthening donor relationships, and elevating the Center's national profile. They will be a passionate and knowledgeable advocate for craft, an inspiring and effective manager, an articulate and persuasive communicator, and a relationship builder of the highest integrity. We invite passionate individuals ready to make a significant impact on our mission and organizational growth to apply.

Compensation: Starting salary is \$105,000 with full benefits to include Medical/Dental, Life Insurance, LTD and STD, and matching 401K as well as 5 weeks paid leave and recognized federal holidays. Full-time, exempt position with occasional evenings/weekends. Ideal candidate will relocate yet remote applicants will be considered.

Deadline: Applications will be accepted until January 13, 2025 or until the position is filled.

Key Responsibilities

- **Leadership and Collaboration** - passion for the Center's mission and dedication to advancing the role of craft in the cultural landscape.
 - Provide strategic advice to the Executive Director, Board, and Staff on development, marketing, and communications strategies.
 - Collaborate with leadership to recognize and act on both internal and external development and marketing opportunities.
 - Motivate a culture of philanthropy by providing training, enhancing fundraising activities, and encouraging engagement in revenue-generating efforts.

- Enhance and strengthen the Center's reputation and position it as a thought leader in craft.
- **Resource Development and Cultivation** - demonstrated ability to drive sustainable funding, foster new partnerships, and steward long-term and major donor relationships.
 - Develop and execute innovative strategies to expand the Center's funding base beyond traditional channels.
 - Manage a portfolio of major donor prospects, developing personalized cultivation strategies, and ensuring ongoing stewardship through regular communication and recognition events.
 - Achieve annual revenue targets to support the Center by presenting compelling case statements, negotiating gift amounts, and securing major donations.
 - Oversee donor engagement and stewardship initiatives, including a signature annual event and a membership program.
- **Marketing and Communications** - proven track record in shaping a cohesive, impactful marketing and communications strategy to raise the Center's national profile.
 - Lead the Center's institution-wide marketing and communications efforts, crafting key messages and outreach plans that drive engagement and attract diverse national audiences.
 - Promote the Center's programs and events to enhance visibility and brand reputation, ensuring high-quality, integrated communications across all platforms (digital, social media, public relations, etc.).
 - Generate compelling written materials, proposals, and presentations to effectively communicate the organization's impact and needs to donors.
 - Develop strategies to enhance the Center's brand positioning, increase visibility, and expand its audience reach.
- **Team Management** - Strong background in building and mentoring a high-performing team in a fast-paced and complex environment.
 - Supervise and mentor the Development Manager and Communications Coordinator, along with contracted support.
 - Cultivate continuous improvement within the team, promoting high standards and an environment of learning and collaboration.
 - Support crisis communications as needed to protect the organization's reputation and maintain transparency with stakeholders.
 - Manage the development and marketing budget, ensuring alignment with organizational goals and maximizing return on investment.

QUALIFICATIONS

A successful candidate will have nonprofit fundraising experience at organizations with budgets over \$2MM and experience with the cultural sector, preferably craft. Candidate will demonstrate a can-do attitude and entrepreneurial approach and be motivated by growth. Candidates should understand philanthropic trends and best practices in donor-centered fundraising. Candidate should possess a flexible and adaptive work style with the ability to work nights and weekends, manage competing demands and work independently. In state and out-of-state travel is required.

Education and Experience:

- Bachelor's degree with a minimum of 10-12 years of progressive leadership experience in arts-related development and marketing.
- Experience raising funds throughout a large geographic region and/or nationwide.
- Proven success in managing multi-year marketing and communications plans, as well as high-impact fundraising campaigns.

Skills and Attributes:

- Strategic and creative thinker with the ability to translate ideas into actionable plans.
- Visionary and entrepreneurial spirit, with the ability to adapt to opportunities and tackle challenges head-on.
- Exceptional written, oral, interpersonal, and presentation skills, with the ability to effectively engage with board members and external stakeholders.
- Strong relationship-building skills, adept at finding solutions in complex and ambiguous environments.
- Collaborative supervisor who encourages new ideas that is able to build a strong team and healthy work environment, yet willing to make critical decisions.
- Inclusive leadership style that motivates and inspires team members, board members, and community partners.

The Center for Craft is an Equal Opportunity Employer. We do not discriminate against any individual or group based on age, disability, gender, national origin, race, religion, sexual orientation, or veteran status. The Center encourages applications from candidates who can complement the Center for Craft's Diversity, Equity, Accessibility, and Inclusion work by offering unique perspectives and understanding of issues impacting groups traditionally under-represented in the field. Applying does not constitute a promise or guarantee of employment.

TO APPLY

Please send the [application form](#), cover letter, resumé, professional references, and relevant fundraising and communications samples to Stephanie Moore, Executive Director, at smoore@centerforcraft.org. The email subject line should say "Development Director, [Your Name]." All attached files must be in PDF format and labeled with your last name. No phone calls, please. Offer of employment is contingent on successfully passing a background check.

ABOUT THE CENTER FOR CRAFT

Founded in 1996, the Center for Craft is a national 501c3 nonprofit organization whose mission is to resource, catalyze, and amplify how and why craft matters. We increase access to craft by empowering and resourcing artists, researchers, organizations, and communities through grants, fellowships, and programs that bring people together. The Center is widely acknowledged as one of the most influential organizations working on behalf of craft in the United States. For more information, follow the Center at centerforcraft.org, and on [Facebook](#) and [Instagram](#).