



Position: Director of Development and Communications
Reporting to the: Executive Director

Salary: \$60-65,000 annually, value added benefits available

Hours: 37.5 hours per week

Anticipated Start Date: September 2024

The Opportunity

Join our dynamic team at Nanaimo Art Gallery! The Director of Development and Communications is integral to the ongoing work to realize a new, purpose-built Nanaimo Art Gallery on Snuneymuxw Territory. Reporting to the Executive Director, the Director of Development and Communications will build a strategic fund development program and work towards a successful capital campaign. As a compelling storyteller with an understanding of contemporary art and with expertise in the development and implementation of brand strategies, the Director of Development and Communications will expand the reach and impact of Nanaimo Art Gallery.

About Nanaimo Art Gallery

Located in the heart of Nanaimo, on the lands of the Snuneymuxw, Nanaimo Art Gallery is an ambitious public art museum that engages and inspires our community through art.

We honour the Snuneymuxw people and the territory on which the Gallery operates, carrying ourselves with *qwum qwum uy'shqwalawun*: operating in the spirit of "good heart, good mind." With this intention, Nanaimo Art Gallery's values are relevance, relationships, innovation and openness. We are a welcoming organization and a creative hub for Vancouver Island, where we build relationships, connect communities, and effect change through art.

An inquiry-based approach infuses and connects all Gallery activities and a small, dedicated team of staff, board, and volunteers offers a program that is rooted in our unique regional context and resonates with audiences globally.

Nanaimo Art Gallery is in the early stages of its purposeful development and fundraising journey. Our ambitious goal is to build a purpose-built Gallery (<https://nanaimoartgallery.ca/futuregallery/>) that meets the needs of this thriving urban centre. Without a fundraiser, we have an average of 40 annual donors and are currently raising \$100,000 annually. We believe this speaks to the potential to grow the program at an important time of inflection for the Gallery as it moves in an ambitious direction. This is a time for the right professional to cultivate this potential and grow the development and fundraising program.

Through these efforts, you will make a lasting impact on the future of the Gallery and the arts and culture landscape in our community.

The Position

Profile of the Candidate

You are a fundraiser who is hard-working, adaptable and organized. You are excited at the opportunity to contribute to a growing arts organization. On a daily basis you will work closely with your colleagues as a key member of a supportive team in which all voices are heard.

Drawing on your significant fund development experience the Director of Development and Communications develops, executes, monitors and evaluates fundraising strategies and donor engagement. Working with the Board of Directors and staff team, you will build and nurture highly-engaged impactful donor and community relationships and lead the successful execution of a capital campaign for a new facility. The Director of Development and Communications conceives of and produces events that draw awareness, and increases support and revenue.

Working closely with the Executive Director and with support from the Gallery team, responsibilities will include, but may not be limited to:

Fund Development

- Strategizing and building a capital campaign for a new facility
- Developing a donor management plan to identify, qualify, cultivate, solicit and steward donors
- Managing donor engagement, developing a map for the donor journey, including strategies for recognition and retention
- Evaluating donor experience and strengthening donor relationships
- Growing the membership program, converting members into donors and increasing contributions
- Developing giving strategies for individual donors and corporations
- Creating sponsorship strategies, cultivating corporate connections, identifying potential sponsors, preparing sponsorship proposals for prospective corporate sponsors, sponsorship solicitation, recognition and retention
- Designing and leading the Gallery's fundraising campaigns including annual appeals and direct marketing campaigns, maximizing annual revenue
- Conceiving of and producing events that draw awareness and revenue
- Searching out funding opportunities and assisting with successful grant and foundation applications
- Setup and management of a CRM and/or case management software

Communications

- Strengthening our brand identity and organizational voice

- In collaboration with the Executive Director and the Board of Directors, voice the organization's story and development needs in the community
- Managing the Marketing and Communications Coordinator
- Working with the Marketing and Communications Coordinator to implement storytelling strategies that raise the profile of the Gallery, reaching new supporters and engaging existing supporters
- Working with the Curatorial and Learning and Engagement teams to develop effective ways to share our work
- Creating and maintaining fundraising materials
- Representing Nanaimo Art Gallery at public events
- Developing realistic budgets for fund development initiatives
- Tracking, evaluating and creating quarterly reports relating to development initiatives

Requirements (Qualifications, Knowledge, Education and Skills)

- Minimum 3 years experience in fund development and major gift giving, developing, implementing, monitoring and evaluating fund development strategies and campaigns
- Significant experience building and maintaining relationships with individuals, businesses and funders
- Knowledge of established ethical fundraising practices and processes
- Proactive and self-motivated
- Confident and clear communicator with exceptional interpersonal and written and verbal communication skills
- Ability to think critically, employ sound judgment, evaluate situations and engage appropriate parties at varying levels to arrive at solutions.
- Ability to successfully organize, prioritize and complete multiple planned and unplanned projects
- Passionate, confident, and enthusiastic
- Desire to contribute to and collaborate with a creative team
- Passion for art and culture
- Excellent administrative and organizational skills
- Proficiency in common communication tools (MS Office, Google Suite, Zoom, etc)
- Experience with CRM and/or case management software
- Experience in engaging diverse audiences
- High level of professional conduct and discretion
- Writing and editing experience for a variety of media formats
- Class 4 driver's license

Preferred Qualifications

- Fundraising designation
- Previous fund development experience in an arts and cultural organization
- Physically able to lift and transport items up to 20kg for fundraising events, etc.

Value Added Benefits

Only steps away from the ocean, Nanaimo Art Gallery values a work life balance in a beautiful community. Nanaimo was named one of Canada's comfiest climates by Environment Canada due to its mild temperatures. Nanaimo residents enjoy a relaxed yet vibrant lifestyle in an area characterized by the natural beauty of forests, mountains, and shorelines. We are proud of the cultural opportunities provided by our partners at the Port Theatre, the Nanaimo Museum, Crimson Coast Dance, Theatre One, the Vancouver Island Symphony and more. Vast recreational opportunities through sports, outdoor recreation, and cultural festivals and activities are abundant and provide something for everyone.

Nanaimo Art Gallery will consider a hybrid work arrangement to suit the needs of your body and lifestyle. Hours could include time spent working from home. We are pleased to offer eligible employees a comprehensive benefit plan; ample paid holiday time and professional development opportunities. As part of the Gallery community, our employees work in a close-knit team with supportive colleagues within a creative environment and are provided with the tools and training that promote learning and development.

The Gallery will assist newly hired employees with the costs associated with moving their primary residence to accommodate their new Nanaimo Art Gallery position by providing a relocation allowance.

To Apply

Please submit a letter of interest, and a detailed resume by email to Carolyn@NanaimoArtGallery.ca with the subject heading "Director of Development and Communications Search"

Closing date for applications is August 2, 2024, with interviews commencing in mid-August. Only those selected for an interview will be contacted.

Nanaimo Art Gallery hires on the basis of merit and is strongly committed to equity and diversity within its community.

The Gallery strives to be a safe space where all voices are heard and valued and work towards accessibility, anti-racism, 2SLGBTQIA+ inclusion and encourage diversity in our staff team, We encourage applications from visible minority group members, women, Indigenous persons, persons with disabilities, persons of minority sexual orientations and gender identities, and others with the skills and knowledge to productively engage with diverse communities.