



DIRECTOR OF DEVELOPMENT AND EXTERNAL AFFAIRS (Full-Time)

BRONX COUNCIL ON THE ARTS (BCA)

Founded by visionary community leaders in 1962, BCA is dedicated to the promotion of cultural equity in and for The Bronx. We nurture the borough's vibrant and culturally diverse ecosystem – especially its independent artists and smaller cultural groups – through programs that build connections, provide resources, and advocate for the needs of culture in the borough.

BCA is the only organization serving both individuals and organizations across all artistic disciplines (both performing and non-performing), in all neighborhoods of the borough. This allows our impact to extend beyond direct services and support – we act as a catalyst for community, which in turn helps to fuel the viability and vitality of culture across the borough. Specifically, we strive to ensure:

- Artists & Creatives (mostly early- and mid-career) in the Bronx can make a sustainable career from their art and continually deepen the quality of their work
 - Small arts organizations in the Bronx can flourish in their mission and create a viable ecosystem for the arts to thrive
 - An arts & cultural ecosystem that is healthy, vibrant, connected, accessible and pervasive throughout the Bronx.
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The Position:

The Director of Development and External Affairs reports to the Executive Director (ED) and supervises the Marketing and Communications Coordinator and a PT Associate. They work collaboratively with other members of the staff and are accountable to contributing to a positive organizational culture of warmth, passion, and accountability. The Director of Development and External Affairs is a member of the senior team responsible for outward-facing communications (marketing, press, branding, community engagement, events, etc.), and works with the Executive Director to set strategy and to execute membership and fundraising programs geared to corporate and individual constituencies.

Responsibilities:

Fundraising and Development

- Act as a thought partner to the ED and Fundraising Consultant in strategizing fundraising approaches.
- In collaboration with the ED, Deputy Director, and Fundraising Consultant, build annual development plans that speak to various channels (individual, corporate, events, etc.).
- In collaboration with the ED, generate restricted and unrestricted revenue to support BCA's mission and meet fundraising goals.
- Identify and establish relationships with key funders and donors to help develop new sources of sustainable fundraising.
- Expand fundraising efforts, including creating and maintaining new corporate and individual relationships.
- Develop and implement membership programs.

- Support and facilitate the board's role as ambassadors of, and fundraisers for BCA.
- Support the Executive Director in her role as chief fundraiser for BCA's mission.
- Oversee the execution of fundraising events.

Community Engagement and Partnerships

- Engage corporate sponsors in giving opportunities.
- Build and steward relationships with various constituencies on behalf of BCA.
- Process individual and corporate donors' acknowledgement letters.
- Collaborate with other arts and culture organizations locally and regionally, creating partnerships that serve a wide audience and create lasting social impact.
- Manage BCA's participation in employee giving campaigns.

Marketing & Communications Strategy

- Develop strategy for marketing BCA's activities with the aim of generating revenue and community participation in its programs and services.
- Strategize and steward press relations and interact with the press on behalf of BCA.
- With key staff, oversee creation and execution of marketing and communications plans that include advertising, public relations, and digital and social media efforts, as well as forming new strategic partnerships.
- Write materials for BCA's various marketing and fundraising activities, including reporting for funders and board.
- Supervise email marketing and website to ensure they are grammatically correct, well presented, represent high quality presentations, and are aimed at generating revenue and promoting BCA's offerings.
- Expand participation in, as well as elevate BCA's brand/identity awareness.

This role is ideal for a dynamic leader with development experience at a variety of levels, a proven fundraising record, and the capacity to formulate traditional and entrepreneurial strategies. This energetic and enthusiastic leader should be comfortable with both the creative elements and technical components of this work. They should have a proven understanding of inclusion, diversity, equity, and accessibility, and a demonstrated ability to effectively communicate and collaborate across differences. They should be a highly organized, strategic thinker with experience establishing clear direction, operating against objectives, and meeting deadlines.

This individual will possess:

- Bachelor's degree in Marketing, Communications, or other related discipline and 3-5 years of experience working in a similar function, preferably in an arts and culture institution, required. Master's degree and solid experience are a plus.
- A successful record of achievement soliciting gifts, building and cultivating relationships, and leveraging a strong network of contacts.
- Demonstrated ability to direct and execute effective strategies and tactics for marketing, social and traditional media, and public relations.
- Experience working successfully and collaboratively with a Board of Directors, senior management, and professional colleagues.

- Demonstrated ability to select, train, motivate, and inspire staff, incorporating measures of accountability for success.
- Experience in developing and managing fundraising budgets.
- Knowledge of Microsoft Suite and Adobe Suite required along with fundraising/ticketing/CRM software systems, preferably Salesforce.
- Excellent interpersonal, verbal, and written communication skills and an ability to inspire and motivate stakeholders and potential partners to support the BCA.

Location

Hybrid

Compensation

\$75,000 - \$80,000

Application

Please send a cover letter and resume to directorexternalaffairs@bronxarts.org, with subject line: "Director of Development and External Affairs". No phone calls please.

Closing Date

Position open until filled.

BCA is an Equal Opportunity Employer (EEO). All candidates for employment will be considered without regard to race, color, religion, sex, gender identity, sexual orientation, national origin, physical or mental disability, veteran status, or any other basis protected by applicable federal, state, or local law.