

## CULTURAL DEVELOPMENT COORDINATOR

### JOB DESCRIPTION

**Classification Responsibilities:** The Cultural Development Coordinator is responsible for overseeing fundraising activities of the Arts and Culture Department (Mesa Arts Center as primary responsibility, with guidance and some direct fundraising support for i.d.e.a. Museum and Arizona Museum of Natural History as secondary responsibilities). Responsibilities for Mesa Arts Center involve developing funding sources and implementing a broad number of fundraising programs including: corporate, foundation, state, and federal government grant applications; membership programs; cultivation and solicitation of individual donors; obtaining underwriting for arts and culture programs; and when needed and appropriate, developing endowment and capital campaigns. Duties include: for Mesa Arts Center, conduct an annual membership campaign and membership drive; serving as a liaison to the MAC Foundation, a 501(c)(3) community-based fundraising organization, to assist and guide them in grant applications and corporate and individual fundraising; and providing professional staff assistance to analyze fundraising needs and opportunities, and to plan and help implement any needed capital and endowment campaigns. For the i.d.e.a. Museum and the Arizona Museum of Natural History, the employee will not supersede current fundraising efforts, but will serve as a professional fundraising resource (example: research, grant-writing, fundraising, and annual and capital campaigns) to the i.d.e.a. Museum and the Arizona Museum of Natural History. The Cultural Development Coordinator supervises professional and support staff and provides oversight to volunteers, as assigned by the Arts and Culture Director, and may functionally supervise staff on special projects, as assigned. Management responsibilities include: creating detailed versions of the case for support; maintaining, updating as needed, and ensuring compliance with accounting and acknowledgement procedures and contribution acceptance policies; maintaining and building the donor database; training and supporting volunteers in the solicitation of gifts; soliciting gifts, writing the annual development plan, as well as preparing plans for any special campaigns; preparing the development budget and working with the Arts and Culture Director and Foundation leadership to establish annual development financial targets; working with marketing staff to prepare marketing/promotion plans for memberships, sponsorships and any special projects/events/campaigns; and ensuring fundraising activities and accountability are consistent with the requirements of the City of Mesa standards, rules, and procedures. The employee is responsible for ensuring utmost credibility for the activities of the fundraising office, and cultivating public interest in support of the needs of the Arts and Culture Department and its program areas. The position requires the ability to work non-standard hours including evenings, weekends, and some holidays. This class performs related duties as required.

**Distinguishing Features:** An employee in this classification is required to attend performances (including weekends) at the Mesa Arts Center to the extent required to fulfill job responsibilities as directed by the Arts and Culture Director. The Cultural Development Coordinator is supervised by the Arts and Culture Director, who reviews work through conferences, meetings, written reports, and overall results achieved. This class is FLSA exempt-executive.

### QUALIFICATIONS

**Employee Values:** All employees of the City of Mesa are expected to uphold and exhibit the City's shared employee values of Knowledge, Respect, and Integrity.

**Minimum Qualifications Required.** Any combination of training, education, and experience equivalent to graduation from an accredited college or university with a Bachelor's Degree in Nonprofit Management, Arts Administration, Business, or related field. Considerable (3 - 5 years) progressively responsible experience in resource development with an emphasis on cultivating and soliciting major individual gifts, capital campaigns, and endowment campaigns.

**Special Requirements.** None.

**Substance Abuse Testing.** None.

**Preferred/Desirable Qualifications.** Graduation from an accredited college or university with a Master's Degree in Nonprofit Management, Arts Administration, Business, or related field. Three or more years of successful fundraising experience at a senior level in a not-for-profit enterprise, preferably in a performing or visual arts setting. Strong experience grant-writing, data mining and strategic prospect development desired. Experience developing and/or supporting capital campaigns and endowment campaigns is preferred. Demonstrated personal computer (PC) skills in the use of specialized fund-raising software are highly desirable.

## **ESSENTIAL FUNCTIONS**

**Communication:** Communicates orally and in writing with a wide range of individuals, including: the general public, City employees and members of management, donors, staff, board members, volunteers, Museum and Cultural Advisory Board, 501(c)(3) support organizations of the i.d.e.a. Museum, Mesa Arts Center, and Arizona Museum of Natural History, and other government entities, as well as other non-profit organizations, and members of the media. Responsible for grant-writing and research with sponsorship programs. Provides technical expertise and information for soliciting donations, responding to questions, and directing the annual campaign and endowment drives. Instructs and trains subordinates, assigned staff, board and committee members, community volunteers and colleagues regarding fundraising principles and ethics, gift acceptance policies, gift recognition, grant-writing, etc. Prepares reports, analyses, studies, instructions, contracts, agreements, and correspondence in order to persuade, inform, present, and communicate policies, ideas, facts, processes, solutions, etc. Makes presentations regarding fund-raising needs pertaining to the Arts and Culture Department for the purpose of informing volunteers and persuading potential donors, service organizations, businesses, and corporations.

**Manual/Physical:** Reviews the work product of others to ensure adherence to policies and procedures. Attends meetings related to fundraising responsibilities. Prepares and updates fundraising goals, schedules, charts, trends, and budgetary information.

**Mental:** Plans, coordinates, and directs fund-raising activities for the Arts and Culture Department programs and services. Supervises and evaluates the work of subordinate personnel, assigned staff, and volunteers in planning, implementing, coordinating, evaluating, and supervising fundraising activities. Prioritizes and assigns work to staff and volunteers, boards and committees, and evaluates performance. Resolves procedural, operational, and other work-related problems pertaining to fundraising. Coordinates fundraising activities with other boards and committees such as the Mesa Arts and Entertainment Alliance, i.d.e.a. Museum Board, and Arizona Museum of Natural History Foundation,

etc. Develops fundraising policies and procedures, and short- and long-term objectives for annual and capital (and any future endowment) campaigns. Conducts research, including prospect research, and analyzes data (example: potential donors, fundraising capacity, progress toward fundraising goals, development trends, etc.) to successfully raise capital and annual campaign funds. Performs mathematical calculations (example: revenue and expenditure projections). Prepares fundraising operational budgets by compiling, analyzing, modifying, and justifying requests. Comprehends and makes inferences from written materials (example: City policy/procedural documents, professional journals and newsletters, local/state/national fundraising reports and studies, and meeting minutes, etc.) to plan, implement, coordinate, and direct fundraising campaigns. Learns job-related material via classroom training, review of professional journals, and on-the-job training with regard to Cultural Development Coordinator computer applications, City rules, and management practices. Develops strategies to support and fund community-wide arts and cultural programs, services, and opportunities.

**Knowledge and Abilities:**

Knowledge of:

principles and practices of supervision and proper communication styles with a variety of staff and volunteers;  
community needs and issues related to arts and culture fundraising, methods, and practices for planning, organizing, and directing arts and culture fundraising for annual, capital, and endowment campaigns;  
one or more specialized fields of fundraising activity including grantsmanship;  
principles and practices of conducting annual, capital, and endowment campaigns including donor solicitation, as well as corporate and individual solicitation methods;  
principles, practices, and methods of campaign budget preparation and monitoring of expenditures; and  
City rules, policies, and regulations related to the area of responsibility.

Ability to:

create and maintain an effective fundraising program, ensuring the highest levels of accountability;  
use a PC, including specialized software programs, to record, monitor, and account for funds, prepare reports, brochures, and other materials to support the requirements of the position;  
maintain the donor database;  
oversee the planning and implementation of annual, capital, and endowment campaigns;  
communicate effectively with employees and citizens of varying educational and sociological backgrounds and values;  
negotiate agreements with other agencies and individuals;  
effectively resolve public relations issues;  
communicate effectively with members of the media; and  
deal tactfully and courteously with the public.

The duties listed above are intended only as a general illustration of the various types of work that may be performed. Specific statements of duties not included does not exclude them from the position if the work is similar, related, or a logical assignment to the position. Job descriptions are subject to change by the City as the needs of the City and requirements of the job change.

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EEO-Prof

JOB FCTN-ADM

INCREMENTS 56-200

PAY GRADE: 55

IND-9410

SWORN-No