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Director of Advancement

Building for the Arts

Building for the Arts (BFA) – the New York-based national nonprofit behind Theatre Row, Music and the Brain, and the American Playwriting Foundation is partnering with A. D. Hamingson & Associates to seek an entrepreneurial leader to serve as its first Director of Advancement.

The Director of Advancement will partner with the President and the Board to advance BFA’s cultural programs’ annual earned and contributed revenue, and to oversee BFA’s marketing, communication, and brand management efforts. Reporting to the President and serving as a member of the senior leadership team, the Director of Advancement will lead all aspects of contributed revenue strategy and business development, and partner with the President to create value alignment in overall strategic organizational advancement. This creative strategist, relationship builder, and trusted advisor will lead an Advancement team currently comprised of the Senior Development Manager and Marketing & Social Media Manager.

About the Organization

The Director of Advancement will join an organization that is thriving, and seeking to advance our successful track record of generating contributed and earned revenue and to further our mission to expand access to the performing arts by providing creative space, learning opportunities, and hubs for artistic connection.

Our Vision

People connecting and growing through the transformative power of the performing arts.

Our Values

- Inclusion: Embrace diversity within the mosaic of our community
- Collaboration: Elevate a multiplicity of ideas and establish trusting relationships
- Respect: Ensure authentic and consistent regard for the experiences, thoughts and opinions of all
- Impact: Enact the change we seek to make in the world and celebrate moments of triumph
- Creativity: Model and encourage avenues for innovative expression and exploration

Founded in 1976, Building for the Arts expands access to the performing arts by providing creative space, learning opportunities, and hubs for artistic connection. Our first initiative, Theatre Row, is a six-theater off-Broadway complex in the heart of New York’s Theater District that provides a home for nonprofit theatre and performing arts companies without a home of their own. We partner with 100+ companies each year—including ten Companies-in Residence—supporting 3,000 artists and welcoming 125,000 guests.



BFA's Music and the Brain (MATB) program (which is celebrating its 25th Anniversary) brings music literacy curriculum and classroom keyboard instruction to schools in under-resourced communities. We empower music educators and ensure equity for all learners, helping students build skills to succeed academically and in life. Our All Access hybrid learning program has been recognized by Fast Company's Innovation by Design Awards and the Webbys' Anthem Awards. MATB has benefitted more than 475 teachers and 475,000 students to date.

In addition, BFA administers the American Playwriting Foundation's (APF) Relentless Award (established in honor of Philip Seymour Hoffman), the largest annual cash prize in American theater awarded to a playwright in recognition of a new play or musical, launching new talent and works of art that may have otherwise not been produced.

Duties and Responsibilities

Fundraising & Stewardship

- Develop and oversee the implementation of annual and long-term Development plans in consultation with the leadership team and with direct support from the Senior Development Manager, and monitor progress against goals, working closely with finance staff.
- Build and manage a portfolio of major gift donors and prospects, with the goal of deepening their engagement with BFA and increasing their giving.
- Develop and execute an annual individual giving plan that includes fundraising strategies to launch various giving opportunities for BFA's programs
- In partnership with the Senior Development Manager, cultivate, and solicit gifts from potential foundations and corporate grant-makers; continue to build and deepen relationships with current institutional funders.
- Supervise/contribute to the writing and development of fundraising related materials including funding proposals and reports, annual reports, newsletters, website content, etc.
- Facilitate the involvement of the President and the Board of Directors for high-level solicitation efforts with potential major individual and institutional donors, providing background research, briefing materials and preparing talking points.
- Support the cultivation, recruitment, and onboarding of new Board members alongside the President and Governance and Nominating Committee.
- Oversee the creation of donor-related materials – including print and electronic appeals, program websites, stewardship communication, and meeting presentations.
- Steer implementation of Music and the Brain's 25th Anniversary Campaign.
- Oversee Senior Development Manager

External Relations

- Oversee all external communications – including press, social media, and public presentations – alongside the President and with direct support from the Marketing &



Social Media Manager.

- With support from the Marketing & Social Media Manager, oversee the implementation of a measurable plan to scale program visibility across all social media channels (including Facebook, Instagram, Twitter, and LinkedIn) and in-person at Theatre Row.
- Work with the leadership team and the Marketing & Social Media Manager to define, strengthen, and ensure consistency of brand identities for each of BFA's programs.
- Occasionally visit local schools and partners engage with teachers, students, donors, and staff.
- Oversee the Marketing & Social Media Manager

Business Development

- Develop and implement an earned (program) revenue strategy for Music and the Brain (MATB) alongside the MATB Program Director.
- Work with the President and the Director of Theatre Operations to build and develop Theatre Row's space rental portfolio
- Work with the President to advance BFA's mission to align our revenue goals with our mission to expand access to the performing arts, and our values of Inclusion, Collaboration, Respect, Impact, and Creativity.

Skills and Qualifications

- 5-7+ years of proven development and/or marketing experience
- A passion for BFA's mission to expand access to the performing arts, and our unique cultural programs
- A commitment to advancing Equity, Diversity, and Inclusion in every aspect of BFA's organizational culture
- An affinity and enthusiasm for the entrepreneurial spirit of BFA's socially impactful business model
- Experience building effective Development plans with achievable results. Proven ability to establish objectives, set performance standards, and organize and motivate a team to achieve goals.
- Personal track record of success in reaching and exceeding fundraising goals
- Demonstrated project management, organization, delegation, and prioritization skills.
- Excellent communication skills, both written and verbal.
- Proficient use of CRM (preferably Salesforce), email marketing platforms (e.g., Constant Contact, Mailchimp), fundraising platforms (e.g., Classy), Microsoft Office Suite, and all major social media platforms.
- An ability to handle various tasks simultaneously and thrive in a complex environment with multiple priorities.
- Expertise in music/arts education is strongly preferred; expertise in theater is a plus.
- A trusted partner who engages team members with empathy and positivity.
- An effective problem-solver who brings practical solutions to the table.
- Adaptable and eager to implement positive change in a quickly evolving environment.



Compensation

- Salary is \$110K-\$135K, commensurate with experience.
- Benefits package includes medical and dental, commuter benefits, FSA, 403b, PTO, and bereavement and parental leave offerings, and opportunities to enjoy live theatre and attend social events/gatherings with members of the team.

Location:

BFA's contemporary, bright, spacious offices are located on the fifth floor of the recently renovated Theatre Row at 412 W. 42nd Street.

The BFA staff currently works a hybrid in-person/remote schedule, on-site 2 days per week and remote the other 3 days.

Start Date and Schedule:

Available immediately for Fall/Winter start date. The position is full-time/exempt, Monday through Friday, 10-6, with some required evening and weekend hours. Summer Fridays are encouraged.

To Apply

To apply, please submit a resume, writing sample, and short answer questions (no cover letter required!) using this online form:

<https://airtable.com/shrebkrneMPHDgqbu>

Contact Sarah McLellan with any technical difficulties at sarah@adhamingsonassociates.com

Applications accepted through September 30, 2022 or until the position is filled.

All Building for the Arts employees are required to be fully vaccinated with boosters.

Building for the Arts is an equal opportunity employer. We do not discriminate in recruitment or employment on the base of race, color, national origin, age, religion, disability, sex, sexual orientation, gender identity or gender expression, marital or domestic/civil partnership status, genetic information, citizenship status, uniformed service member or veteran status or any other characteristic protected by law. We strongly encourage applications from people of color and members of underrepresented groups.