



## **Director of Development**

*Sonoran Glass School engages established and emerging artists of all ages and abilities. Our educational programs nurture creativity and communication, encourage creative expression, and amplify the ability of art and artists to contribute to a vibrant, healthy community.*

The Director of Development works to ensure the sustainability, viability, and visibility of Sonoran Glass School. In partnership with senior leadership, the Director creates, communicates, and implements Development and Marketing strategies that elicit community support; creates and nurtures constituent relationships; and secures the resources that enable staff and board to fulfill the school's mission.

### **Responsibilities include:**

#### **Financial Resource Development**

- Create, communicate and implement a comprehensive Development Plan that includes monthly giving, membership, and donor stewardship
- Identify and cultivate new donors
- Organize and maintain the donor database; acknowledge gifts and guide donor recognition policies
- Oversee the development and creation of comprehensive fundraising campaign marketing collateral, including direct appeals, case statements and gift proposals
- Plan and execute annual events
- Research, write, and report grant proposals
- Prepare and submit reports in a timely manner; attend monthly board meetings

#### **External Communications**

- Devise, implement and oversee a comprehensive plan for communicating Sonoran Glass School's mission to prospective donors, students, volunteers, and the greater glass arts community
- Develop and refine Sonoran Glass School's core messages to ensure consistency across platforms.
- Produce and deploy content for a variety of platforms including traditional and social media, printed materials, presentations and video
- Create and execute a robust, cohesive social media campaigns
- Respond appropriately to customer feedback on social media platforms
- Ensure that the website effectively communicates the school's mission, events, and activities

- Identify significant media outlets and relationships that can be leveraged in support of the school's mission
- Manage external marketing contracts such as Groupon and WebMo
- Participate in local industry groups (Visit Tucson, Southern Arizona Attractions Alliance)
- Be an ambassador for Sonoran Glass School and an open and enthusiastic collaborator with colleagues and school leadership; create a welcoming atmosphere that is conducive to learning

### **Relationship Cultivation and Management**

- Respond to community inquiries via phone and email
- Promote upcoming classes to current students; explore strategic partnerships with other local agencies and organizations; create a welcoming atmosphere that is conducive to learning; be an ambassador for Sonoran Glass School in both Tucson and the glass arts community and an open and enthusiastic collaborator with colleagues and school leadership
- Customer Relations – Provide accurate, accessible information to inquiries about Sonoran Glass School; lead tours and narrate demonstrations; facilitate all aspects of guests' visits, from intake to check-out.
- Maintain POS system
- Manage gallery (artist cultivation and acquisition, consignment tracking, maintenance of physical space)

### **Leadership and Management**

- Collaborate with board and leadership team to guide the strategic direction of the organization
- Actively engage board and staff in creating a culture of philanthropy throughout the school
- Responsible for the achievement of strategic goals as defined by SGS board and executive leadership
- Adhere to all Sonoran Glass School policies, rules, and guidelines

### **Minimum Qualifications**

- Ability to coordinate and create compelling stories and written copy that broaden programmatic reach and encourage engagement
- Experience in content development and the creation of successful social media campaigns
- Knowledge of Donor Perfect or similar customer relationship/donor database
- Exceptional writing and presentation skills
- A commitment to ethical fundraising and donor relationship best practices



- A commitment to advancing diversity, equity, and inclusion, both in messaging and in interactions with coworkers and constituents

### **Preferred Qualifications**

- Experience within the local arts landscape and/or knowledge of glass arts
- Experience with planned giving programs
- Experience designing and maintaining websites in WordPress a plus
- College education preferred but not required: Bachelor's degree in related field
- 5+ years Development and Marketing experience in a leadership role.

**Schedule:** Full time, including occasional Saturdays; staffing at special events and public outreach events as needed.

**Benefits Package:** Sonoran Glass School offers competitive benefits including medical, vacation, paid sick leave, retirement, and professional development opportunities.

**Salary:** The salary range for this position is \$45,000 - \$60,000.

**Please visit <https://tinyurl.com/SGSDev> to apply.**

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### **About Sonoran Glass School**

As the only full-service, nonprofit glass arts educational facility in the Southwest, Sonoran Glass School builds community and promotes the creation and appreciation of glass as a visual arts medium through educational courses, one-on-one experiences, visiting artist seminars, and community events.

Founded in 2001, the school began as the dream of a small group of artists who helped form the Sonoran Art Foundation, Inc. and acquired a dilapidated tire station in Tucson's historic Barrio Santa Rosa. SGS has since transformed that location to include four studios, each dedicated to a different glass art medium (furnace glassblowing, lampworking, kiln-fusing, and coldworking) and each offering a range of courses. In 2014, SGS purchased its property, including buildings, from the City of Tucson. Co-founders Tom Philabaum and Dave Klein remain advisors to the board.

Sonoran Glass School engages established and emerging artists of all ages and abilities. The school supports a robust Youth Education Program (YEP), serving school-age children, many of whom are disadvantaged and at-risk, from across Tucson. SGS offers immersive summer camp programming (for both youth and adults); classes for developmentally disabled adults, veterans, tourists and corporate groups; boasts a loyal following of active seniors; hosts a workshop series featuring

visiting artists from across the country, and supports Tucson's local community of glass professionals. In collaboration with Pima Community College and the University of Arizona, we offer semester-long, for-credit classes as well.