



## Development Director

### **About Kenny Leon's True Colors Theatre Company**

True Colors Theatre Company is a nonprofit regional theater company based in Atlanta, GA. True Colors Theatre Company's mission is to celebrate the rich tradition of Black storytelling while giving voice to bold artists from all cultures. We add dimension and relevance to our work on the stage through active community events and education programming. The vision of Artistic Director Jamil Jude is for the company to "thrive at the intersection of artistic excellence and civic engagement."

### **Position Description**

The Development Director is responsible for all areas of fundraising – corporate, foundations, government, major gifts, annual fund and special events - working closely with the Managing Director, Artistic Director, Board of Directors, and True Colors staff across the theater to identify, cultivate, solicit, and steward relationships with donors and funders. The contributed income goal is \$1.2 million in the 21-22 season, increasing to \$1.8 million over the next three years.

### **Essential Duties and Responsibilities**

#### Strategic Planning

- Develop and implement fundraising strategy to achieve contributed income objectives
- Collaborate with Artistic, Marketing, Sales and Connectivity to create new, and improve existing, fundraising programs and initiatives
- Create and implement performance metrics and best practices for Development; clearly identify objectives, target audiences, and timelines
- Report progress to Artistic and Managing Directors and staff on a regular basis

#### Contributed Income Strategy - Cultivation and Solicitation

- Lead efforts to secure institutional funding from new corporate, foundation, and government grants and sponsorships
- Pursue new regional and national foundations in support of True Colors' strategic vision
- Identify, cultivate and solicit major corporate donations for artistic and education projects
- Implement and oversee the Corporate Committee initiative
  - With the Annual Fund Manager, identify and solicit 89 new major and mid-sized donors over the next 3 years
- Create and execute donor/funder events that engage the Managing and Artistic Directors, other staff members, and Board members

- With staff, develop a list of fundable projects for donors, funders and sponsors

#### Contributed Income Strategy - Stewardship and Renewal

- Lead development of donor and sponsor benefits, consistent with True Colors' donor engagement strategy and in collaboration with Sales
- Renew institutional funding from existing corporate, foundation, and government grants and sponsorships
- Act as staff liaison for the Revenue & Development Committee of the Board, working with Committee chair to schedule meetings, plan agendas, track progress and prepare committee reports
- Attend Board meetings as requested

#### Budget Management

- Develop and maintain fundraising goals and expense budgets
- Track and reconcile all revenue lines and expenses related to development activities, with support of Finance Manager

#### Operations

- Supervise and develop the department's staff, currently composed of an Annual Fund Manager and a contract grant writer

#### **Education and Experience**

- At least 5 years' experience building, leading, and maintaining a successful fundraising effort
- Demonstrated success identifying, cultivating, soliciting, and stewarding major philanthropic gifts of on an annual basis
- Demonstrated success growing contributed income across corporate, foundation, major gift, board and annual giving
- Demonstrated track record of evaluating and refining development activities across corporate, foundation, major gift, board and annual giving
- Experience with managing direct reports and outside agencies and/or consultants
- Demonstrated knowledge of successful annual fund practices, donor engagement strategies
- Experience with analyzing donor data and giving trends
- Experience working with donor management software; expertise in MS Word and Excel
- Experience with data-based decision-making a plus
- Experience working at an arts organization a plus

#### **Knowledge/Skills/Abilities**

- Comfortable communicating with high-level executives, donors, board members, and community leaders
- Willingness to problem-solve in a collaborative leadership environment
- Outstanding communication skills, both written and verbal
- Strong strategic skills, organizational skills and attention to detail with an ability to operate at the conceptual level as well as the implementation phase

- Creative and pleasant personality who enjoys working with a team in a fast-paced environment
- Established ability to handle sensitive and confidential data in a trustworthy manner
- Discretion and composure, especially under pressure
- Ability to establish priorities and manage numerous projects at one time
- Interest in and ability to learn new software
- Willingness to work flexible schedule, including some evenings, weekends

All True Colors Staff Members:

- Support and promote the Company's mission
- Accept shared accountability for the success of True Colors Theatre Company
- Serve as Ambassadors for True Colors locally, regionally and nationally
- Comply with theatre's policies and procedures
- Maintain open lines of communication with peers, managers and direct reports
- Assist in the planning and implementation of special events
- Attend staff meetings
- Perform other duties as assigned

**True Colors is an equal opportunity employer**

**Please submit cover letter and resume to [admin@truecolorstheatre.org](mailto:admin@truecolorstheatre.org). No phone calls, please.**