

Vice President of Development

Background. The Workhouse Arts Foundation, Inc. (WAF) is a non-profit 501(c)(3) corporation with a mission to operate the Workhouse Arts Center (opening in 2008) with programs in the visual arts, performing arts, arts education, and history through the repurposing of the former Workhouse correctional facility. WAF's non-earned income (about 40% of the overall budget) is currently comprised of multiple large-scale fundraising and community events; individual, corporate, and foundation contributions; membership programs; significant capital fundraising initiatives, and various miscellaneous fundraising programs.

Summary Statement. Reporting directly to the President/CEO, the Vice President of Development (VPD) serves as the primary development leadership team member and drives Workhouse's overall annual membership; foundation, corporation, and capital donations; endowments; special events; and legacy fundraising activities. The VPD will work to expand Workhouse's network of donors by creating lasting, meaningful, relationships in order to increase financial support from ALL of Workhouse's donors. The VPD will work closely with the President/CEO, the Board of Directors, senior staff, staff, artists, and volunteers to identify, cultivate, solicit and steward current and future donors through meaningful engagement opportunities. The VPD will be accountable for securing grants and growing the development component of the Workhouse, which includes creating strategies, and implementing plans to strengthen relationships within the entire charitable universe. Evening and weekend work is required for donor outreach and other Workhouse events. The VPD will also undertake other responsibilities as assigned by the President/CEO.

Roles and Responsibilities.

- **Leadership Strategies and Operations**
 - Set a strategic vision for all fundraising, grants, and patron advancement
 - Serve as the senior staff member to Workhouse's executive team, Board, and staff in developing fundraising strategies (including securing grants) and achieving goals
 - Engage and manage development staff, and volunteers, in order to achieve Workhouse's contributed revenue goals and objectives
 - Support Development efforts by maintaining a leadership style that is open and fluid and which empowers staff and volunteers through clear communication and delegation
 - Develop and monitor, in conjunction with the Vice President of Finance, annual budgets
 - Serve as key liaison to the Board's Development Committee in conjunction with the President/CEO
 - Ensures that Development Committee meeting minutes are drafted and communication is effective and timely
 - Drafts reports for the Development Committee Chair to report to the Executive Committee and the Board of Directors
 - Present accurate reporting and analysis of all development activities
 - Oversee the maintenance of donor and prospect records in the Donor Perfect software package
 - Oversee the production of all development collateral and work closely with the marketing team to ensure consistent branding and messaging

- **Donor Cultivation, Engagement, Community Relations, Events**
 - Develop and articulate strong and compelling messages to generate enthusiasm and financial support among ALL stakeholders, with an emphasis on growing large (in excess of \$250K) corporate development opportunities
 - Create and implement a systematic prospecting strategy
 - Actively engage with, and manage a portfolio of, key donors and high-level prospects which will result in personal cultivation efforts, solicitations, closing of gifts, and ongoing stewardship
 - Oversee, and participate in, the development of grant proposals and funding applications from local, state, and federal governmental entities; corporations; foundations; and individuals, and provide the necessary follow-up and appropriate stewardship for awards received
 - Ensure the timely preparation, and submission, of development-related reports
 - Manage, in conjunction with Workhouse staff, annual mailings and annual appeals to all stakeholders
 - Manage, in conjunction with Workhouse staff, the processing of all contributions, to include applying WAF accounting classifications, inputting into the CRM, and producing the appropriate acknowledgements
 - Attend Workhouse events and be visible in the greater community
 - Lead, plan, coordinate and execute the fundraising opportunities associated with Workhouse sponsored events including (but not limited to) BrewFest, WinterFest, Fireworks, 5K walk/runs, Haunted Trail, Collectors Showcase, and Second Saturdays
 - Lead, plan, coordinate, and execute the Annual Gala and Friends of the Workhouse events
 - Develop and implement additional fundraising events as determined appropriate by the Development Committee, the President/CEO, and the Board of Directors
 - Organize, coordinate, and execute a community relations program that includes engagement with business/civic groups in Fairfax and Prince William Counties; provide/organize off-campus presentations to pursue development opportunities; represent the Workhouse at local, regional, and Workhouse sponsored events
- **Capacity Building**
 - Direct, implement, and evaluate all aspects of the Workhouse's fundraising program, which will include annual giving, major/leadership giving, corporate/foundation relations, planned giving, and endowment fundraising
 - Provide prospect and research management, donor cultivation/stewardship, special event creation/coverage, and the management of cultivation of campaign activities
 - Collaborate in the development of Workhouse's long-range strategic fundraising initiatives and create achievable objectives that service those goals
 - Work in tandem with the Marketing staff to leverage synergies between these two externally-facing Workhouse components
 - Regularly benchmark with a network of development professionals, bringing best practices in the field to Workhouse's fundraising strategy and policies

- **Supervision**

- Supervise the Development personnel and be responsible for annual performance reviews
- Work in unison with the President/CEO to ensure consistency with the Workhouse's entire employment cycle

Traits/Characteristics. The VPD will be a confident and experienced fundraiser with demonstrated success in securing major individual, corporate, and foundation gifts as well as grants from public and private entities. The VPD will also be motivated by Workhouse's mission and community. The successful candidate will be a strong manager able to engage in staff-wide collaboration while also providing creative, decisive, and proactive leadership in pursuing ambitious fundraising goals. The VPD will take initiative and offer constructive opinions with candor and commitment.

Qualifications. The VPD must possess a bachelor's degree (arts management, fundraising), while a master's degree is preferred, plus a minimum of seven (7) years of experience in fundraising for a non-profit organization, along with a minimum of three (3) years of experience managing a multi-faceted development program. Candidates should have a proven record of achievement in securing major individual, corporate, and foundation gifts; and securing grants from public and private entities. The VPD must possess superior written and verbal communication skills, as well as the ability to forge strong and productive relationships with potential donors. Candidates must be proficient with Microsoft Office, Donor Perfect, Greater Giving, and/or other CRMs. Experience with, and knowledge of, the greater Washington DC Metropolitan region donor community is required.

Accountabilities. Satisfactory completion of this job will be evidenced by excellent attention to detail; anticipation of fundraising need; exercising sound professional judgment; strategic planning of fundraising goals; meeting fundraising goals; building and maintaining good working relationships with staff, artists, the President/CEO, the Board, and donors; keeping excellent records; working well as a member of the Workhouse Executive Leadership team; and by operating within the Workhouse approved budget.

Compensation/Benefits. Compensation will be commensurate with experience, with a benefit package that includes a health/dental insurance plan, an employee-contribution retirement plan, paid time off, and other employee benefits.

Workhouse DEI Statement Workhouse is committed to attracting and retaining a diverse staff and we will honor your experiences, perspectives and unique identity. We strive to create and maintain working and learning environments that are inclusive, equitable and welcoming.

Workhouse EEO Statement. Workhouse is committed to providing equal employment opportunities to all employees and applicants for employment. Workhouse provides employment opportunities without regard to race, color, religion, creed, ethnicity, sex, pregnancy, national origin or ancestry, age, physical or mental disability, citizenship status, marital status, sexual orientation, gender identity, family responsibility, genetic status or information, military or veteran status or in any status protected by federal, state, or local law. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training. Workhouse will not tolerate unlawful discrimination, harassment, or retaliation under any circumstances.

Applications and Inquiries. Please submit the following PDF items electronically, with the subject line containing the words “VP of Development” stated. Only qualified applicants will be contacted. Please direct all submission to: humanresources@workhousearts.org

- Cover letter including salary requirements
- Resume including demonstrable accomplishments
- 3 grant writing samples