



## **Development & Marketing Director**

**July 1, 2024**

### **WHO WE ARE**

Ballet Spartanburg is the only ballet organization in the Upstate with a resident Professional Company. With 58 years deeply embedded in Spartanburg, our mission is to enrich, engage and educate the Spartanburg community with the highest quality of dance education, outreach and performance. We produced five ballets per season, education in our Center for Dance Education students, ages 3-78, and reach into the community to see the needs of Spartanburg's citizens to provide dance and physical exercise.

### **ABOUT THE ROLE**

The Marketing/Development Director reports to the Executive Director. This position will plan, develop, implement, administer, and monitor all development of the organization with the Executive Director. The position will be responsible for proactively maintaining the brand of Ballet Spartanburg and the Center for Dance Education with all marketing media, relevant media channels, and all external public social media.

### **DEVELOPMENT AND MARKETING RESPONSIBILITIES:**

- **Major Gifts and Donors:** Working with the Executive Director, the position will expand the number of leadership gift-level and planned giving donors. Developing goals and strategies for the cultivation, solicitation, and stewardship of each donor. Engaging in face-to-face solicitations with donors and prospects and securing leadership-level gifts.
- **Annual Fund:** Implement strategies to renew and increase gifts from annual support donors most effectively. Solicit donations and cultivate relationships with donors in order to develop, secure, and maintain new income sources for present and long-term financial support.
- **Corporate Sponsorship:** Identify, solicit, and cultivate new and existing corporate sponsors to meet or exceed fundraising goals with Executive Director.
- **Database:** Maintain confidential fundraising information in our database ensuring the accuracy of donor records. Creating and running relevant reports (including donor activity, revenue projections, and development program performance) and sharing them with the Executive Director Development Committee, and Board of Directors.
- **Communications:** Ensure that all communication to and from donors and potential donors (individual and corporate) is managed in an accurate, timely, and professional manner.

- **Social Media:** Identify internal stories to develop and share on current and future social media, nurture social media partnerships with other fine arts organizations, work to trade exposure and grow awareness; grow influencer network, develop stories to grow followers and increase ticket sales, track all ad performances, shoot videos and capture photos, attend productions, rehearsals and events to capture footage.

- **Website.** Website to stay current with new photos, information, classes, and calendar information edit/create new pages/website, work with Aline Interactive to keep website relevant at all times. Add all information on the CCC website as needed for Ballet Spartanburg classes and productions. Update all sponsor, donor and business advertiser information on the website to remain current.
- **Marketing:** Work with media partners (TV, Radio, Print, etc.) to fulfill trade promotional marketing partnerships; facilitate asset requests from media for earned media, create season brochure, request all photos, videos, quotes, press releases as needed on time, work with all vendors on marketing with Executive Director to market on TV, radio, newspaper, Your Carolina, billboards, etc.

### **Experience or Skill Needed:**

1. Bachelor's degree from an accredited college or university in Business Administration, Marketing or a related field with specialized training in Fund Raising Management highly desirable.
2. Three to five years of progressively responsible experience in fundraising and fundraising management, or any equivalent combination of training and experience which provides the required knowledge, skills, and abilities.
3. Strong attention to detail and proficiency, problem solver and creative in thinking
4. Demonstrated ability in handling multiple priorities, project management and meeting deadlines with strong planning and organizational skills.
5. Three to five years of marketing with excellent communication and grammar. Proficient with IG, FB, Canva, websites, Google data and analytics, tracking and analyzing data.
6. Ability to organize information and prioritize work in a fast-paced fun environment.

**SALARY & BENEFITS:** The Development/Marketing Director reports to the Executive Director and the duties of the position will be diverse and multi-faceted. This is a full-time position of 40 hours per week. Flexible hours. Can work from home with flex time. Salary commensurate with applicant's qualifications and experience. Some weekends with productions.

**TO APPLY: Submit a cover letter and resume by email to:** [Tberline@balletspartanburg.org](mailto:Tberline@balletspartanburg.org). Applications will be accepted until the position is filled.

*Ballet Spartanburg is an equal opportunity employer. We value a diverse workforce and an inclusive culture. We encourage applications from all qualified individuals without regard to race, color, religion,*

*gender, sexual orientation, gender identity or expression, age, national origin, marital status, citizenship, disability, or veteran status.*