



Position Description Development Director

Organization

The Museum of Contemporary Art Detroit (MOCAD) presents exhibitions and programs that explore the best of contemporary art, connecting Detroit and the global art world. MOCAD is focused on art as a means to nurture social change and human understanding, reflecting our community. We encourage innovative experimentation by artists, musicians, makers, cultural producers and scholars to enrich all who participate and to educate visitors of all ages in the power of art. Whether from Detroit, or around the world, we welcome creative voices who can guide us to an equitable and inclusive future. We believe that art can change us, and it's our responsibility to hold a space where challenge, acceptance, hope and beauty can coincide.

MOCAD opened to the public in 2006. It is operated by a staff of roughly 25 employees who work to deliver two to three exhibition and programming seasons per year in both MOCAD's main building and Mike Kelley's Mobile Homestead. MOCAD is an Equal Opportunity Employer.

Classification

Status: Full Time, Exempt.

Compensation

Range Up to \$90,000 - \$95,000

Supervisor

Chief Operating Officer

Direct Reports

Development Department, currently one other employee

Other Key Relationships

Business Operations Office (3 staff), Curatorial Department (2-3 staff), Exhibitions Department (2-3 staff), Programming Department (2-3 staff)

Position Description

The Development Director collaborates on all fundraising aspects of MOCAD and is critical to maintaining close to \$2M of revenue each year for the organization. They will work with other senior staff to strategize multi-year fundraising for MOCAD and Mike Kelley's *Mobile Homestead*, including MOCAD's Future Fund. This role is responsible for developing, reviewing, and/or submitting all funding proposals, requests, and reports to foundation and government sources, corporate and individual donors and supporters, institutional and individual members, and in-kind partnerships. They will also maintain accountability standards to donors and ensure compliance with the code of ethical principles and standards of professional conduct for fundraising executives.

The ideal candidate can assess the big picture and recommend a strategic fundraising plan, including donor cultivation and stewardship and fundraising events that support the current budget of almost \$2M and the institution's long-term sustainability. They must be able to present MOCAD's mission and vision to potential supporters transparently and honestly. They will establish authentic, proactive, professional rapport with executive-level stakeholders, board members, philanthropists, and visitors. They can work collaboratively, with

Updated 11/16/2023



a passion for contemporary visual and performing arts and music. In addition to overseeing the development team, this role will work closely with MOCAD's leadership and other staff members on fundraising efforts and must maintain professionalism and confidentiality.

Responsibilities

Corporate/Individual Giving

- Build a pipeline of individual and corporate donor prospects using data and other resources.
- In concert with all members of the Development Department, create and implement a process for managing individual and corporate giving to increase donor and prospect engagement, incorporating steps for appropriate and personalized cultivation, solicitation, and stewardship.
- Establish and maintain a highly engaging donor cultivation and gift stewardship program to identify and increase new donors and retain and increase existing donors' giving levels.
- Conduct detailed donor research on current/prospective donors.
- Maintain a portfolio of major donor prospects and be responsible for the cultivation, stewardship, retention, and upgrading while supporting the creation and implementation of major gifts strategy across the organization for all gift officers.
- Conceive and implement the membership program, services, benefits, and policies with the Development department.

Foundations

- Cultivating relationships with new, potential, and existing grant funders and working with museum staff and board members to steward those relationships.
- Overseeing all site visits with foundation contacts.
- Review all grant and funding proposals before submission.

Fundraising

- Develop a multi-year fundraising strategy and project plan that includes proposed annual budget recommendations. Identify metrics, goals, objectives, and strategies. Monitor and regularly report on plans, key benchmarks, and dates.
- Providing support to the Board and key staff members on fundraising initiatives and events.
- Oversee the creation and execution of signature fundraising events – the spring/summer fundraiser (historically the Interchange Art + Dinner Series), and the fall season's Annual Gala + Art Auction.
- Conceptualize and execute other fundraising events as needed to meet goals.
- Work as a team member on fundraising and engagement strategies for members and donors.
- Prepare written proposals, information, and other materials or documents to secure gifts.
- Articulate the mission, vision, and funding priorities of the Museum of Contemporary Art Detroit verbally and in writing to prospects and donors.
- Remain engaged with the Museum's and the *Mobile Homestead's* curatorial, programmatic, and operational plans to identify potential funding needs and opportunities.

Marketing

- Be a visible presence at art-related events and fundraisers of selective other groups
- Develop unique campaign ideas to affirm brand identity.
- Complete market research to identify target audience demographics and determine a target audience's needs, wants, habits, interests, and other relevant factors.
- Review the progress and success of a campaign, adjusting or pitching ideas for new campaigns as necessary.

Capital Campaign

- Support all capital campaign planning and board steering committee meetings.
- Maintain records of cultivation strategies, evaluations, solicitations, contact reports, and results of all contacts with campaign prospects.
- Maintain records regarding campaign gifts and pledges, including payment schedules and the production of pledge reminders for outstanding pledge balances.
- Serve as the institutional liaison for the third-party capital campaign firm.
- Handle any incidental details related to the Capital Campaign.

General

- Maintain records relevant to the role (including digital and physical files) for archival and future planning purposes. Document processes and procedures as needed.
- Track and maintain relevant budgets and complete and submit the necessary paperwork to the Business Operations Office in a timely fashion.
- Other duties as assigned.

Qualifications

- Prior experience with project management, relationship management, budgeting, and the creative development and production of large and small-scale fundraising events and campaigns.
- Extensive fundraising experience.
- A keen passion for contemporary arts and culture.
- Demonstrated ability to meet or exceed fundraising goals.
- Demonstrated ability to collaborate and work productively with diverse constituencies.
- Demonstrated ability to maintain high confidentiality and adhere to ethical practices.
- Proactive, successfully organizing work, meeting strict deadlines, and setting priorities. Self-motivation and discipline to regularly set and exceed work goals.
- Ability to thrive in a fast-paced, multi-project environment.
- Outstanding interpersonal, oral, and written communication skills, including solid copy editing and proofreading skills with scrupulous attention to detail.
- Must have strong administrative skills and knowledge of Apple OSX, Microsoft Office Suite, G-Suite, and DonorPerfect.

Desirable Skills and Experience

- BFA or BA in a relevant field.
- Reliable transportation for running errands and attending off-site meetings, programs, and events on behalf of the Museum (mileage reimbursed).

Working Conditions + Work Schedule

- Monday-Friday; some evening and weekend hours as needed for programming and other events. In-office vs. at-home schedules are staggered at present due to pandemic safety guidelines.
- The incumbent in this position will be expected to work as part of a team during regular business hours, with the additional willingness to be flexible in relation to exhibition preparation, installation, and other work.
- Will require some non-standard hours and some travel
- The role requires physical demands, including work at a desk and screen, light bending and lifting, and sitting and/or standing for long periods of time for purposes such as meetings or events.