

**Job Title:** Development Director

**Reports to:** Executive Director, Vermilion Heritage Foundation

**Salary:** \$50,000 base salary with incentives based on performance

## **WHO ARE WE?**

The Vermilion Heritage Foundation (VHF) is the 501(c)3 charitable organization that owns and operates the Historic Fischer Theatre and has overseen the restoration of this landmark to its current state. Through the continued development and active use of the historic theatre, the foundation's goal is to provide, through the Fischer Theatre, a premier multi-purpose venue for the performing and visual arts, along with a versatile event space in which businesses and groups may work, celebrate and entertain, and be an important resource for tourism and for the cultural, educational and economic development of the Danville area. The Fischer Theatre is where shows are born, artists come to life, and patrons get to experience the rush of art and culture in their community.

## **OUR MISSION:**

*"We believe art is vital to a good life. Our purpose is to fund and oversee the restoration, maintenance, and operations of the Historic Fischer Theatre in order for all to experience the arts in this local treasure."*

## **WHO ARE YOU?**

Passionate, motivated, and driven with an entrepreneurial spirit. Resourceful, innovative, forward thinking, and committed. At the Fischer Theatre, our people embrace these qualities, so if this sounds like you, then please read on!

## **THE POSITION**

The Development Director must be driven, self-motivated, and an excellent communicator and is responsible for three essential areas:



1. Financial Development/Fundraising
2. Event Support
3. Marketing the Fischer Theatre

## **WHAT THIS ROLE WILL DO**

- Ensure that the Fischer Theatre operates at the highest national levels of non-profit governance, fiscal prudence, and programmatic/production excellence.
- Responsible for the overall financial health of the Fischer Theatre which includes the financial operation and continued restoration of the Theatre.
  - Works in coordination with the Executive Director to develop annual operating and capital budgets, ensuring the Fischer Theatre operates with Board approved, manageable budgets.
  - Writes grants, maintains grant documentation, and builds and sustains relationships with current, new, and potential grant-giving organizations and individuals.
  - Leads the Board of Directors through developing and executing fundraising and donor solicitation, including the Friends of the Fischer program and other donor cultivation opportunities.
    - Develop increased donor support through cultivation and stewardship of sustaining donors including major and legacy gifts.
    - Source and develop a pool of sponsors.
    - Donor management including tracking, recognition, IRS/thank-you letters, etc.
- Responsible for the capital plan that is inclusive of all existing capital/building needs and accounts for needed and further restoration, ranging from maintenance and repairs to capital campaigns for projects coordinating with the VHF Board's Strategic Plan.
  - Works with necessary contractors to pursue capital funding for existing opportunities.
  - Works with building and grounds committee to oversee planning and implementation of capital expenditures and facility improvements/restoration that will grow annual revenue.
- Responsible for marketing the theatre including:



- o Manages website, email marketing activities, and all social media.
- o Coordinates with any outside marketing/advertising firms to develop the promotion of events.
- o Manages private event and marquee rentals/booking/hosting needs.
- o Manages all general communication including phones/voice messages, email, and social media requests for information, and other formal communications.
- o Will act as the lead event coordinator for all sponsored and donor events, including scheduling the timeline of events, volunteer coordination, and ticketing services if necessary.
- Works closely with the Executive Director on performance management of the theatre and the coordination of all activities including the planning and implementation of performance/event selection and schedule that is inclusive, accessible, and provides access to the arts for all in the community.
  - o Works with the Executive Director to develop a library of updated standard contracts/agreements to utilize for public and private event rentals, sponsorships, etc.
  - o Works with the Executive Director to develop custom contracts for specific, long-term renters.
  - o Works with the Executive Director to manage/oversee show/event/rental settlements, and develops systemic, financial reporting/tracking systems as needed to manage profitability on an event-by-event basis.
  - o Works with the Executive Director to develop on programming and booking public events for the theatre, securing an overall "season" with films and performances.
  - o Responsible for overseeing the solicitation and development of private event rentals.
  - o Manages the promotion and marketing of the theatre that includes managing the organizational membership database and portfolio of donors and prospects, supervising in the creation and execution of marketing materials and campaigns.
    - Ensures that local and regional media have appropriate and timely information about the theatre performances and activities, continuously updating print and online social media. This includes arranging radio or media appearances as needed.



- Maintains a visible leadership role in the community, a steady presence in the larger theatre community, and works closely with the Board of Directors to advance the mission of the Fischer Theatre.
  - Represents the VHF and the Fischer Theatre to the national, state, and local theatre community, government agencies, funders, businesses, press and constituencies through active involvement in events and programs.
  - Communicates with the Board on a regular basis, keeping them informed of the status of all development aspects of the Fischer Theatre, including regular attendance and reports at monthly Board meetings.
  - Develops local partnerships that can lead to mission growth and impact to include developing and implementing a community grants program.
  - Other duties as assigned.

### **PREFERRED QUALIFICATIONS**

- Education: Bachelor’s degree in relevant discipline.
- Previous experience in theatre or entertainment industry required including performing arts management of more than 3 years.
- Minimum of 3 years’ experience in charitable fund development.
- Demonstrated success in securing major and annual gifts from foundations and corporations and major gifts from individuals.
- Demonstrated experience in managing budgets.
- Ability to gain the respect and support of various constituencies, including board and staff, donors, foundation, and community leaders.
- Creative thinker and problem solver.
- Excellent verbal, written, and interpersonal communication skills including comfortable with public speaking.
- Acute sense of judgment, tact, and diplomacy.
- A strong sense of teamwork and ability to execute programs.

### **PHYSICAL DEMANDS**

Position requires constant walking, climbing stairs, lifting and carrying 50+ pounds and occasional sitting. Must be comfortable with heights and the ability to climb ladders.

Must have the ability to work a flexible schedule, including evenings, weekends, and holidays. Hours will be scheduled based on event schedule.



## **EQUAL EMPLOYMENT OPPORTUNITY**

The Vermilion Heritage Foundation is an Equal Opportunity Employer that strives to represent individuals from all walks of life in its workforce. We want our employment community to be a representation of the diverse world we live in. As such, we strongly encourage people from underrepresented groups to apply, and we ensure that every candidate who applies for a position at Fischer Theatre is treated equally and fairly without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, age, veteran status, disability status and any other factor prohibited by law. We believe diversity in our teammates is paramount to our success as a not-for-profit theatre serving our community.

