

## **Development Director Position Description**

This position is responsible for the execution of BurlyCon's development plan to generate \$150K-\$200K in revenue to sustain and support the year-round efforts of the organization. This position organizes and supervises current revenue generation and spearheads new development efforts. This position actively engages all members of the Board and committee to feel empowered, engaged, and invested in the fundraising efforts of BurlyCon year round.

This position reports to Executive Director and Deputy Director.

### **Duties**

Responsible to secure sufficient operational income for BurlyCon via the following sources:

- Event ticket sales for annual convention
- Event-specific revenues including program advertising, vending booth sales, and bar revenues
- Year-round and Event Merchandise sales
- Grants, Foundations, Planned Giving, and conventional funding sources
- Day of Giving, Amazon Smile, and other related donor activities
- Major Donor Program
- BurlyJournal

Supervise and ensure success of Coordinators running the below programs:

- Year-round Memberships program
- Event sponsorships, advertising, donations, and in-kind gifts

Build (recruit, train, sustain, appreciate) volunteer and commission-based development team

- Cultivate smoothly and regularly communicating development team that works together to achieve overall organizational development objectives.
- Acknowledge, appreciate, support and oversee ongoing successful development efforts i.e. Vending Leads.
- Plan, nurture, and oversee success of new development projects such as Memberships, Planned Giving, Major Donors, etc.
- Consistently use Burlycon communication infrastructure (Newsletters, TPM, Dropbox, Zoom meetings, etc.) to improve internal and external communications.
- Report team updates on completed projects, milestones and setbacks to executive director and to board.

Design development strategy

- Clearly identify organizational fundraising objectives for 2017 -2018.

- Work with the board and leadership team to identify funds needed and preferred funding targets.
- Identify new and creative funding sources (grants, sponsors, programs).
- Reduce attendee and member attrition.
- Ensure constituent database (currently LGL) is up-to-date, accurate, relevant, and useful for entire committee's needs. Consistently use constituent data to develop and maintain ongoing relationships with donors and members.
- Execute development strategy.

#### Accounting and Tracking

- Develop and oversee tracking and reports for all foundation and corporate fundraising.
- Ensure all donors, sponsors, and members are acknowledged in a timely, accurate, respectful, and tax-useful manner.

#### Directorial, Board, and Donor communications

- Work with leadership and development team to execute and/or assist with:
  - BurlyCon Member email communications
  - Annual Report creation with Treasurer
  - BurlyCon Journal
  - Social Media/Marketing
- Day of Event:
  - Manage day of event Sponsor communication, care and fulfillment.
  - Ensure coordination of all sponsor fulfillment needs and venue logistics with Venue Team.

### **Requirements**

- Proficient in Internet and computer technologies, access to printer
- Proficient in constituent management systems (currently using Little Green Light) or ability to learn the system quickly.
- Has computer, mobile phone and is reachable day and night.
- Available year-round, average hours are 4h/w and 8h/d during the 5-day event. Must be able to attend monthly committee meetings (2<sup>nd</sup> Monday 6pm PST), monthly Director meetings (4<sup>th</sup> Monday 6pm PST) in addition to work hours, and be present onsite Wed-Sun the weekend of the convention.
- Direct and prompt communication, excellent follow-through.
- Passion for BurlyCon's mission.

### **Experience**

- Understanding and appreciation of the national Burlesque community.
- Awareness of sponsor needs for arts education organizations.

- Previous experience in non-profit fundraising, development, event management, and donor relations.

### **Compensation**

- Annual stipend of \$2400. This is a contractor position. Person is responsible for all taxes, filing, etc.
- Full weekend convention pass (valued at \$425) and up to three passes for team members.
- Shared hotel room for event weekend (Th-Su), shared with (3) team members who serve under Director of Development.
- Transportation to convention.
- Individual and team recognition at event.
- Opportunities for visibility/access to events.

BurlyCon is a federally recognized 501(c)(3) not-for-profit arts organization dedicated to providing education about Burlesque as an art form. Founded in 2008, the organization holds an annual educational and social convention in the Seattle area providing classes, workshops, social events and community development opportunities for Burlesque performers, fans, and aficionados. The organization is run by a 9-member volunteer Board Of Directors comprised of Burlesque entertainers, producers, and fans. The annual convention is produced by an international, 40-person, mostly volunteer Steering Committee.

It is the policy of BurlyCon to provide equal contractor opportunity to all persons regardless of age, color, national origin, citizenship status, physical or mental disability, race, religion, creed, gender, sex, sexual orientation, gender identity and/or expression, genetic information, marital status, status.