

TITLE: DIRECTOR of DONOR ENGAGEMENT (Revised January 2023)

REPORTS TO: Chief Executive Officer (Santa Fe, New Mexico)

CLASSIFICATION: Exempt

ABOUT THE INTERNATIONAL FOLK ART MARKET: The Mission of the International Folk Art Alliance, doing business as the International Folk Art Market (IFAM), is to create economic opportunities for and with folk artists worldwide who celebrate and preserve folk art traditions. IFAM envisions a world that values the dignity and humanity of the handmade, honors timeless cultural traditions, and supports the work of folk artists serving as entrepreneurs and catalysts for positive social change.

Since 2004, IFAM and its flagship program, International Folk Art Market | Santa Fe, have been providing opportunity to folk artists at the world's largest market of its kind. Our organization has expanded programs to meet the specific challenges that folk artists are facing in the global marketplace. What was born out of Santa Fe as a small grass roots organization focused on one weekend a year, has grown into a nonprofit empowering international artists year-round. Allied with the world's master folk artists, your participation in IFAM results in communities around the world having clean drinking water, education for girls, improved health care, and thriving folk art communities.

JOB SUMMARY: IFAM is seeking a proven fundraiser and leader to serve as the Director of Donor Engagement. A key member of the IFAM staff leadership team, the qualified candidate will possess comprehensive fundraising skills, the ability to lead a department, and comfort interfacing with a volunteer board committee. With a primary focus on donor strategy, the Director of Donor Engagement serves to deepen relationships with current and prospective supporters, increase financial investment in IFAM, and expand on a strong and diverse network of stakeholders. As chief fundraiser, the Director of Donor Engagement will spend considerable time visiting with and stewarding donors, partners, and prospects to secure major and transformational gifts. The Director of Donor Engagement collaborates with the Chief Executive Officer and Board of Directors to set and achieve annual and long-term contributed revenue goals, measuring progress throughout the year to ensure success and adherence to strategic objectives.

ESSENTIAL FUNCTIONS: This position assumes responsibility for the following duties:

A. Department Leadership:

- Develop annual and strategic plans for the Advancement Department in coordination with the CEO and Board of Directors.
- Implement annual and strategic plans with the support of CEO.
- Manage a portfolio of existing and prospective donors by leading in cultivation, solicitation, and stewardship; maintain current and accurate donor documentation.
- Meet regularly with Board members to cultivate and solicit major gifts and to grow IFAM's network of new investors;
- Serve as a primary liaison to the Board of Director's Advancement Committee, prepare Board Advancement Committee activities, reports, and meeting agendas.
- Create goals, timeline(s) and Standard Operating Procedures for the department.

B. General Fundraising: Sustaining the Brand

- Develop and implement the annual fundraising plan and budget, including a timeline, goals, and related strategies.
- Work closely with the CEO and Board of Directors to cultivate and solicit donors through the annual fund, comprehensive/major gifts, endowment support, planned giving program, memberships, special events, and funding for operations.
- Help develop strategic partnerships as they relate to an organizational vision centered on social entrepreneurship, authenticity in diverse donor relations, and impact-driven philanthropy.
- Monitor the regular reporting of development activities; create and oversee routine reports for the Executive/Finance Committees in advance of Board/Committee meetings.

- Oversee creation of donor-related materials, including print and electronic appeals, stewardship communications, special event programs, and meeting packets.

C. Sponsorships

- Research and solicit support from international, national, regional and local funding sources, including corporations, foundations, individuals, etc.
- Research and secure sponsorships and underwriting opportunities for IFAM programs.
- Prepare solicitation materials and write proposals; develop strategies for recognition.
- Seek support through in-person meetings.
- Obtain in-kind support.

D. Proposal Writing and Grants Management

- Identify foundations and corporate funding sources.
- Oversee and coordinate the researching, writing, and submission of grant proposals to obtain support.
- Help manage grants received and prepare reports in a timely manner.
- Maintain communication and positive working relations with funders.

E. Government Relations

- In coordination with other departments, responsibility for grant applications and reporting to governmental entities.
- Oversee outreach efforts in support of the organization and its flagship International Folk Art Market | Santa Fe.

F. Event Planning

- Oversee planning and execution of special donor events, including working with co-chairs and committee chairs to plan and coordinate fundraising events.
- Oversee the production of appropriate signage to acknowledge donors and sponsors.

G. Data Collecting

- In coordination with appropriate staff and committees, oversee the collection of data and maintaining statistics on Market results, including audience demographics, artists' sales and impact, artist testimonials, etc.
- Assemble and present data and statistics for reporting purposes and to build a case for support.

H. VIP Coordination

- Supervise the coordination and tracking of all "VIP-related" activity, including government VIP guests, donor prospects, and strategic partner prospects.
- Oversee donors and VIP guests at IFAM |Santa Fe.

QUALIFICATIONS:

- Bachelor's degree
- Minimum 5 years' experience.
- Demonstrated success in designing and executing assigned duties at a high level
- Commitment to building a welcoming, inclusive, and equitable community where all people can thrive
- Competency and fluency with current computer technology and fundraising tools
- High degree of proficiency in communicating both verbally and in writing
- Travel may be required
- Driver's license is required
- Knowledge of arts and cultural organizations is a plus

PHYSICAL DEMANDS:

- Ability to remain in a stationary position for sustained periods of time.
- Ability to move about an office environment to accomplish tasks or moving from one worksite to another.
- Ability to operate standard office equipment, i.e. computer, phone, photocopier.
- Ability to convey and receive detailed or important spoken information to and from others accurately.
- Exposure to both indoor and outdoor environments which may include extreme heat or inclement weather.
- Exposure to a large crowd of people, primarily during the International Folk Art Market.

WORK ENVIRONMENT/DYNAMICS: Building on the candidate's passion for working with, and for, folk artists as agents of positive change around the world, this position takes place in a fast-paced environment, especially during the two months prior to production of the flagship IFAM | Santa Fe each July. The successful candidate should be prepared to be on-call during this period and immediately following. Work assignments may change depending upon unforeseen and unpredictable developments including changes in IFAM structure and systems, new technologies and world events. A high degree of personal flexibility is required and expected, as is a high degree of personal integrity and trustworthiness.

ADDITIONAL INFORMATION: IFAM is an equal opportunity employer and is invested in hiring, cultivating, and retaining a staff that embodies our commitment to inclusion and equity. IFAM values diverse voices and strongly encourages applicants who represent the diverse and intersecting identities that we honor in the cross-cultural celebration that is the International Folk Art Market.

The successful candidate will provide their signature at the time of hire to indicate that they have reviewed this job description and have thoughtfully weighed their contributions to the mission and vision of IFAM. My signature below indicates that I have reviewed this job description and received a copy of it.

Employee Signature

Date