

DIRECTOR OF EXTERNAL AFFAIRS For ONE REEL

It started with six actors, a 1931 Model A truck with a fold-down stage, a few basic props and costumes, and a passion for transforming public spaces into extraordinary events. For over four decades, One Reel has produced a wide array of educational, cultural and artistic events. Currently One Reel produces City of Music Career Day, Theatre Career Day, Literary Career Day, Pianos in the Park, The Mayors Arts Awards, and Bumbershoot's Essential Character programming.

Founded in 1972, One Reel is a non-profit multi-disciplinary arts organization striving to inspire audiences to become year round arts patrons; challenging artists to create and explore; and training the next generation of arts & events industry professionals.

Position Summary:

The Director of External Affairs is responsible for developing and managing the day-to-day execution of One Reel's fundraising, sponsorship and communication plans. This outstanding and talented individual will have the passion, connections and skills to strengthen the public profile and financial position of One Reel while upholding the organization's mission. The Director of External Affairs will be a confident and persuasive individual who has the ability to inspire donors, sponsors, the press and other key stakeholders.

This position reports to the Executive Director, identifies and oversees the work of regular and occasional freelancers and interns, and works with the Development Committee of One Reel's Board to formulate and implement policies and plans to meet One Reel's short- and long-term objectives.

FUND DEVELOPMENT RESPONSIBILITIES

In concert with the executive director and other appropriate staff:

- Develop and implement corporate sponsorship strategies that includes establishing sales goals and the cultivation and management of new and existing sponsor relationships that serve to help fund both current and future programs. Facilitate sponsor relationships between One Reel and its partners by overseeing all communication and maintaining continuity
- Prepare formal proposals and presentations, present to all appropriate levels of the prospect organization, lead negotiations, coordinate decision making processes and overcome objectives to close new business in a professional and effective manner
- Research and develop list of potential sponsors; regularly follow-up on leads and act to close deals
- Develop and implement fundraising strategies, including increasing foundation support, developing new sources of government funding, and expanding individual giving
- Manage a comprehensive fundraising program, which includes public and private funder solicitation, annual giving, individual donor development, and special events
- Collaborate with the board, collectively and individually, and work in partnership with the board development committee to increase the board's fundraising capacity and effectiveness
- Manage One Reel's annual fundraising event and develop additional donor cultivation programs and events
- Oversee One Reel's fundraising mailings, including mailing list and electronic mail maintenance
- Oversee grant writing and coordination of proposal submissions and funder reports, communication, and compliance
- Develop and manage annual budgets and quarterly budget reports
- Report regularly to the Executive Director, Development Committee and key partners on the progress of fundraising efforts

COMMUNICATIONS RESPONSIBILITIES

- In concert with the Executive Director, Projects Director and appropriate programming partners, manage and implement annual communication plans to raise the visibility of One Reel's programs, events, and mission
- Represent One Reel to a variety of constituents, including the philanthropic decision makers, the press, advisors, partners and the public
- Implement strategies and tactics to enhance One Reel's identity and visibility
- Direct web development activities, providing leadership and creativity in improving the functional aspects of One Reel's website, and other internet-based communications, including use of social networking tools
- Oversee all aspects of media relations. Use existing relationships and develop new ones, with journalists, editorial boards and other information sources of importance to consistently disseminate and promote the work of One Reel
- Oversee communication tools, including written communication, design, images, and interactive and traditional media
- Ensure print, web site and other communication platforms meet brand image standards, and accurately reflect and communicate key strategies
- Ensure that program-specific mailing lists and other communication vehicles are regularly updated
- Monitor news coverage and external events, with an eye toward taking advantage of opportunities for promoting One Reel's work
- Develop and manage annual budgets and quarterly budget reports
- Report regularly to the Executive Director, Development Committee and key partners on the progress of communication efforts

INTERNAL AND EXTERNAL RELATIONSHIPS RESPONSIBILITIES

- Represent One Reel to a variety of constituents, including philanthropic decision makers, the press, advisors, corporate partners and the public
- Collaborate with One Reel staff as needed on projects
- Attend board meetings; serve as staff liaison to the board's development committee
- Attend staff meetings; provide regular development reporting tailored for staff
- Work with staff and board to advance fundraising, public relations and organizational performance
- Create and oversee processes to increase the efficiency and effectiveness of internal and external communication
- Other duties as assigned by the executive director that support the overall objective of the position and the mission of One Reel

QUALIFICATIONS:

- High level of initiative, positive, "can do" attitude, flexibility, teamwork and attention to detail
- Demonstrated ability to prospect, cultivate, and manage new accounts and partnerships
- Proven success developing, implementing and managing a fundraising strategy that includes individual, foundation and government giving
- Proven success developing, implementing and managing a communication strategy that includes traditional and electronic media.
- Demonstrated experience in developing and managing events
- Ability to formulate and execute plans efficiently and effectively
- Fluency with budgeting and financial reporting
- Experience managing and inspiring staff to achieve organizational goals and objectives
- Experience working in a team environment
- Ability to work under pressure and meet deadlines effectively and with grace
- Demonstrated capacity as a problem solver with strong strategic, organizational and management abilities

- Excellent written and oral communications skills
- Good computer skills and knowledge of software and database programs
- Integrity and good judgment.
- Sense of humor
- Background in and passion for the Arts

This is a full-time position, located in Seattle, WA.

Salary range: \$40,000-\$50,000. One Reel is an equal opportunity employer that values a diverse staff.

How to Apply:

Please email a letter of interest and resume as file attachments to arts@onereel.org

Subject line: Director of External Affairs: YOUR NAME

The position will remain open until filled

No phone calls, please.