



**Title:** Senior Director of Development and External Relations

**Summary of Position**

The Senior Director of Marketing & Development is a member of the Community Music Center of Boston's leadership team, supporting the Executive Director. The position is responsible for managing day-to-day operations for marketing and the annual fund which includes working closely with the board while also developing and managing special events such as our annual fundraising luncheon and our community event Fete de la Musique. Specifically, the role will help to ensure that marketing and fundraising goals are aligned with CMCB's strategic plan and to the school's mission and vision. The position will assist and work closely with the Executive Director, CPO, CFOO, Development Associate, and Sr. Director of Major and Institutional Giving.

**Status:** Full Time (40 hours/week), Exempt  
**Start Date:** December 2021/January 2022  
**Schedule:** Monday - Friday on-site and remote, some weekday evenings  
**Reports to:** Executive Director  
**Works Closely With:** Chief Financial & Operating Officer (CFOO), Sr. Director of Community Engagement Programs, Development Associate



**Responsibilities**

**DEVELOPMENT**

- Craft strategies and tactics for increasing organizational visibility, expanding enrollment, and participation in programs.
- Assist in the creation of and maintenance of project management plans.
- Provide periodic progress reports to the Executive Director, Board committees and Board of Directors.
- Manage the membership program for CMCB's Giving Societies; develop strategies to increase membership.
- Provide ongoing coordination with the Board to leverage involvement in fundraising, prospect research, and special events
- Act as staff liaison to major Board committees, including Development, Special Events, and Nominating.
- Plan, organize, and produce CMCB's key fundraising events, including the John Kleshinski Luncheon and Fete de la Musique.



- Provide assistance and support to other CMCB events organized by the Programs and Operations staff such as the John Kleshinski Concert Series.
- Keep up with trends and technologies in the field, including staying up-to-date on database programs, fundraising technology, social media, communications programs, etc. Work to ensure that CMCB is getting maximum benefit from its systems, and that systems are all working together. Conduct research on best practices and recommend new strategies to maximize revenue.
- Work with senior leadership to provide the most effective infrastructure that meets the diverse needs of staff, faculty, students and the community.
- Oversee ongoing volunteer engagement program, working closely with program and administrative staff to identify areas of need.
- Manage organizational risk, including ensuring that appropriate compliance systems are in place and steps are taken to reduce organizational risks related to finance, safety, labor relations and other related functions.
- In partnership with the Sr. Director of Major and Institutional Giving, oversee administrative systems and processes to identify major gift prospects and to enable efficient workflow between major gifts/institutional giving.
- Spearhead innovation and creativity to allow CMCB to become more structured, prescriptive and analytical.
- Assist with the implementation of the development components of the strategic plan, ensuring alignment to CMCB's vision and mission. This is particularly relevant as we work to continue diversifying our donor pool while advocating for the support of social-justice oriented arts education.
- Additional tasks as assigned by the Executive Director.

## **MARKETING, ADVERTISING, COMMUNICATIONS, PR & DIGITAL MEDIA**

- Oversee all communications flow from CMCB, ensuring quality of the written product, managing tone and message for different constituent audiences, ensuring appropriate use of images, and brand consistency.
- Support the Executive Director as key contact with donors, the press, and media contacts. Ensure that our events are listed in appropriate media, make contact with specific media outlets to pitch stories as appropriate, maintain log of press hits.
- Manage social media calendar, working in coordination with programs staff to ensure diversity of content. Ensure that the website is accurate and up to date at all times.
- Oversee design and ordering of CMCB merchandise. Work with Programs staff, parents' committee and Operations teams as appropriate.
- Oversee all photo and video shoots. Organize and maintain photo and video files
- Assist with the implementation of the marketing components of the strategic plan, ensuring alignment to CMCB's vision and mission



## **TEAM MANAGEMENT**

- Train, manage and supervise the Development Associate. Provide ongoing feedback and conduct mid-year and annual performance assessment meetings.
- Establish and monitor staff performance and development goals, assign accountabilities, set objectives, establish priorities, and provide ongoing regular and ad-hoc feedback and support to staff.
- Ensure that staff members on the team receive timely and appropriate training in alignment with their professional development and departmental goals.
- Promote culture of high performance and continuous improvement that values learning and a commitment to quality and customer service
- Lead efforts to increase diversity of staff to reflect student diversity. Work with directors, supervisors, coordinators, and managers to ensure hiring practices are equitable and that they minimize implicit bias of marginalized groups.

## **FINANCIAL MANAGEMENT**

- Develop and oversee the department's annual expense budget; look for cost saving opportunities.
- Assist CFOO with the financial planning, budget development, monitoring and reporting to ensure the financial health and stability of the organization. Oversee monthly fundraising reporting, assessment, and participate in annual audits.
- Manage financial operations to ensure that the department has high-quality systems and controls in place.
- Work with senior leadership to financially negotiate, manage, and implement CMCB's contractual partnership agreements.
- Serve as an integral member of CMCB's leadership team taking ownership over key fundraising health metrics, communication, and supporting administrative efficiency, and organizational accountability.

## **Essential Qualifications**

- 2-5 years of previous experience in Fundraising, Development, External Relations, and/or Marketing
- Experience with marketing software and social media platforms
- Demonstrated supervisory skills
- Knowledge and experience with technology assessment planning and implementation
- Proficient in Raiser's Edge or similar CRM software as well as Google Apps
- High attention to details
- Ability to work in a hybrid, remote/in-person work environment, 3-5 days per week onsite



- Ability to thrive within a diverse, inclusive, and culturally-responsive environment
- Interest in the arts or music preferred

### **Compensation and Benefits**

\$60,000 - \$65,000

Benefits include paid time off, health insurance, flexible spending account, non-contributory 403(b) retirement plan, discounts on music instruction at CMCB, and paid professional development opportunities.

### **Application Instructions**

Please send the following by email to [jobs@cmcb.org](mailto:jobs@cmcb.org). Address your materials to Lecolion Washington, Executive Director:

- A cover letter which addresses your capabilities, experiences, and interests
- A current resume or CV
- Names and contact information for at least three (3) references from within the past 5 years, indicating your relationship with each
- Links to websites or online resources with representative samples of your professional work from within the past 3 years

Incomplete applications may not be considered. **Applications will be reviewed beginning December 6th as they are received, and this position will remain open for applications until filled.** *Please, no phone calls or walk-ins.*

The above information on this position description has been designed to indicate the general nature and level of work performed by individuals within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job. Requirements are subject to possible modification to reasonably accommodate qualified individuals with disabilities. This document does not create an employment contract, implied or otherwise, other than an "at will" employment relationship.

External and internal applicants, as well as position incumbents who become disabled as defined under the Americans With Disabilities Act, must be able to perform the essential job functions (as listed) either unaided or with the assistance of a reasonable accommodation to be determined by management on a case-by-case basis.



## **ABOUT COMMUNITY MUSIC CENTER OF BOSTON**

Community Music Center of Boston is an arts education nonprofit founded in 1910, with a mission to transform lives by providing equitable access to excellent music education and arts experiences. Over 4,000 students participate in our programs every week. We are proud to act as the largest external provider of arts education to the Boston Public Schools, supporting rigorous, relevant, and culturally-responsive musical instruction for one of the most diverse school districts in the nation. CMCB's Community Music School Division offers lessons, group classes, ensembles, and early childhood programming at our headquarters in Boston's South End. Our Community Engagement Programs operate in partnership with a dozen public schools, a dozen social service agencies, and a variety of community centers, housing developments, and charter schools, supporting programs throughout virtually every neighborhood in Boston, in-school, after-school, and in the summer.

Community Music Center of Boston is committed to recruiting and fostering a diverse community of staff and students and is proud to be an **Equal Opportunity Employer**. BIPOC individuals, LGBTQIA+ individuals, and members of other historically disenfranchised and marginalized populations are strongly encouraged to apply.