



Director of Marketing & Development

Position Summary

ArtsNOW seeks a strategic, creative, and highly collaborative Director of Marketing & Development to lead the organization's brand visibility, communications, fundraising efforts, and audience engagement.

This role helps advance ArtsNOW's mission through integrated marketing strategy, compelling storytelling, donor engagement, digital communications, campaign development, and organizational visibility.

The Director will oversee marketing and development initiatives that strengthen ArtsNOW's reputation, expand awareness, drive fundraising goals, elevate thought leadership, and communicate measurable impact across schools and communities.

This position requires a dynamic leader who can think strategically while also executing high-quality campaigns, visual communications, fundraising initiatives, and creative projects across multiple platforms.

Key Responsibilities

Strategic Marketing & Brand Leadership

- Lead the development and execution of ArtsNOW's integrated marketing and communications strategy
- Strengthen organizational visibility and audience engagement across digital, print, media, and in-person channels
- Ensure consistency of brand identity, messaging, and storytelling across all communications
- Develop strategic campaigns that support organizational growth, partnerships, fundraising, advocacy, and awareness
- Monitor marketing performance metrics and provide reporting and recommendations for optimization

Content Development & Storytelling

- Oversee creation of compelling content including newsletters, website content, case studies, impact reports, social media, videos, presentations, donor communications, and promotional materials
- Lead storytelling efforts that communicate ArtsNOW's impact in schools and communities
- Coordinate student, teacher, school, and partner testimonials
- Support organizational thought leadership through articles, speaking opportunities, and strategic content initiatives

Digital Communications & Audience Engagement

- Manage ArtsNOW's website strategy, updates, user experience, and content development
- Lead social media strategy and execution across platforms
- Oversee email marketing campaigns and audience segmentation
- Support digital growth initiatives including SEO, analytics, campaign tracking, and emerging communication technologies
- Coordinate multimedia production including photography and video storytelling

Development & Fundraising Leadership

- Lead ArtsNOW's annual development and fundraising strategy in partnership with executive leadership and the Board of Directors

- Establish fundraising priorities, campaign strategies, and revenue goals that support organizational growth and sustainability
- Manage and execute individual giving campaigns, donor engagement initiatives, sponsorship opportunities, and stewardship efforts
- Support grant strategy through coordination of communications, supporting materials, reporting, and impact storytelling
- Develop compelling donor-facing content including campaign messaging, appeals, presentations, sponsorship materials, and impact reports
- Oversee donor acquisition, retention, and relationship-building strategies to strengthen long-term supporter engagement
- Partner with leadership to identify and cultivate corporate sponsors, community partners, and philanthropic opportunities
- Support fundraising and cultivation events including donor receptions, campaigns, conferences, and special initiatives
- Manage development tracking, reporting, donor communications, and fundraising performance metrics
- Collaborate closely with the Board of Directors and Board subcommittees to support fundraising efforts, donor engagement, and strategic advancement initiatives
- Help foster a culture of philanthropy by strengthening organizational storytelling, visibility, and donor connection to mission impact
- Utilize CRM and fundraising platforms to support donor management, campaign execution, segmentation, and reporting
- Monitor fundraising progress and provide strategic recommendations to support achievement of financial goals

Preferred Qualifications

- Bachelor's degree in Marketing, Communications, Public Relations, Nonprofit Management, or related field
- 5+ years of experience in marketing, communications, development, or nonprofit leadership
- Strong writing, editing, and storytelling abilities
- Experience managing integrated marketing campaigns and digital communications
- Familiarity with donor engagement, fundraising communications, or nonprofit development
- Experience with email marketing, CRM systems, analytics, website management, and social media strategy
- Strong visual storytelling and graphic design skills with the ability to translate organizational impact into compelling digital and print communications
- Experience designing presentations, marketing collateral, fundraising materials, and branded content across digital and print platforms
- Strong project management and organizational skills
- Ability to balance strategic thinking with hands-on execution
- Passion for education, creativity, and the arts preferred

Ideal Candidate

The ideal candidate is a creative strategist, exceptional communicator, and relationship builder who thrives in a mission-driven environment. They are equally comfortable developing long-term strategy, leading high-level communications efforts, and managing day-to-day execution across multiple projects.

They understand how strong storytelling, strategic visibility, and meaningful engagement can advance organizational impact, community partnerships, and long-term organizational growth.

** Resumes of qualified candidates should be emailed to pam@artsnowlearning.org. **