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# POSITION ANNOUNCEMENT DEVELOPMENT & COMMUNICATIONS ASSOCIATE

The California Alliance for Arts Education seeks a full-time Development & Communications Associate who will provide support in the areas of development and communications for the Alliance's Pasadena office.

The Alliance is in its fourth decade of working to build a brighter future for our state by making the arts a core part of every child's education. Over its 36-year history, it has advanced its mission to advocate for high quality arts education in PreK-12 California public schools by providing policy expertise and by mobilizing a statewide network of advocates and allied partners. With an annual budget of \$1,300,000, five staff and several part-time contractors, it is the only statewide organization that brings together all primary constituencies for arts education, including arts organizations, K-12 teachers, professional teacher associations, state and local education departments, professional development providers, parents and PTAs, and interested community members in higher education and business.

The California Alliance serves both as a field builder and technical assistance provider, working with its broad cross-section of constituents to develop policy and advocate for change at both state and local levels. It has played a leadership role in advancing successful strategies to address key issues for arts education:

- In 2005-06 and 2007-08, the Alliance played a major role in the successful campaigns that resulted in the largest known state-funded expenditure for arts education in public schools in California and nationwide
- In 2008, anticipating the shift toward local control in school budgets, the Alliance launched the Local Advocacy Network empowering communities to advance the arts through local organizing and leadership training
- In 2011, the Alliance began to establish a policy pathway for arts education strategies to be used to achieve Title I goals using Title I funding. This effort has gained national attention and has been implemented district wide in the San Diego Unified School District.
- In 2012, the Alliance launched the Student Voices Campaign, successfully engaging hundreds of students in creative advocacy for the arts
- In 2016, the Alliance lead a campaign that resulted in the historic passage of Senate bill 916, which established teaching credentials for Dance and Theatre

To apply, submit a cover letter, resume, three (3) references, and salary history as ONE (1) attachment in pdf format <u>via email</u> to <u>hr@artsed411.org</u>. Please state "Development & Communications Associate Application" in the subject line. No phone calls please.

To learn more about the organization go to: www.artsed411.org

# **Major Duties and Responsibilities**

# **Development:**

- Working with Alliance staff, implements fund development strategies to raise funds through foundation, corporate, government, and individual support
- Assists in preparing grant proposals and reports, including narrative and financial documents, logic models, and other attachments
- Processes grant agreements
- Updates grant tracking system
- Tracks grant deadlines and updates grant calendar
- Tracks grant income and expenses
- Tracks pledges and membership fees
- Creates and sends acknowledgement letters
- Provides support in donor tracking, including major gifts recognition
- Researches and recommends new grant opportunities
- Brainstorms fundraising ideas for expanding the Alliance's base of support
- Communicates with funders, donors, and prospective supporters
- Implements individual giving campaigns throughout the year
- Prepares internal development reports
- Updates Salesforce database and generates reports

## **Communications:**

- Develops and implements a comprehensive communications strategy that extends the reach of Alliance priorities, programs, materials and events
- Authors key communications materials and talking points to ensure compelling and consistent messaging
- Develops and manages a communications calendar to optimize flow of organization's communications
- Develops and manages content for the website, monthly newsletters, blogs, and social media
- Drafts press releases and pitches
- Produces program materials that distill complicated policy issues for advocates
- Identifies stories and storytellers to carry our message
- Oversees the work of communications contractors to ensure consistent style and quality of Alliance materials
- Maximizes the reach and effectiveness of Alliance communication platforms
- Tracks communications metrics and makes recommendations for improvements
- Drafts and presents internal communications reports
- Keeps current on best practices for communications and implements new approaches to improve organizational reach and effectiveness
- Updates Alliance style guides
- Updates the media contact list

#### Other:

- Represents the California Alliance to the public, works effectively with constituents, including Board members, Policy Council members, nonprofit arts organizations, independent contractors, vendors, and the general public
- Evaluates administrative processes on an as needed basis, making recommendations for future improvements or enhancements

# **Job Qualifications**

Education: Bachelor's degree. Degree in a business or communications related field a plus.

**Experience:** Development and/or communications experience required (1-2 years in each, preferably 2-3 years in both fields combined). Experience working in non-profit organizations preferred. Experience working in arts administration a plus.

# Knowledge, Skills, and Abilities:

Ideal candidate will have:

- Track record of successfully meeting development goals for an advocacy organization
- Track record of successfully implementing a range of communications tactics in service of an issue advocacy campaign
- Experience generating media coverage for policy issues and a proven track record of packaging ideas and pitching and placing stories in local and national media outlets, including online venues
- Excellent written and spoken communication and interpersonal skills
- Ability to explain arts education and education policy to funders and to the public
- Demonstrated ability to communicate with multiple target audiences, sometimes translating dense subject matter into accessible and compelling language
- Exemplary organizational, logistics, time management, project management and coordination skills
- Excellent analytic skills
- Stellar editing and proofreading skills
- Understanding of budget concepts and grant financial management
- Advanced knowledge using Microsoft Office (Word, Excel, PowerPoint) and Macintosh platform required. Experience with Salesforce or other CRM preferred. Experience with graphic design programs a plus. General technological savvy a plus.
- Fluency with Facebook, Twitter, Tumblr, Vimeo, Youtube, and Instagram
- Strong online and database research and reporting skills
- Friendly, outgoing professional presence in telephone and face-to-face communication
- Ability to work cooperatively on a variety of projects, interacting effectively with Alliance staff and contractors, Board members, funders/donors, program constituents and participants, volunteers, and the community
- Ability to work independently and carry out assignments with accuracy and within stated timeframe
- Flexibility in adapting to the current needs of the organization or project
- Creativity, curiosity, and a good sense of humor
- Experience, involvement, or interest in the arts or arts education a plus

## **Evaluation Criteria:**

- Meets or exceeds goals set by staff
- Manages portfolio of work and provides high level of service to Alliance stakeholders and staff
- Interacts effectively with staff, contractors, arts education constituency and the community

**Compensation:** Full-time, non-exempt position. Commensurate with experience.

Applications will be considered on a rolling basis.

The Alliance values diversity and encourages minorities, women and individuals with disabilities to apply.