

## Job Posting



1875 N. Central Avenue, Phoenix

**Position Title:**  
Advancement &  
Marketing Director

**Last Rev Date:** 6-1-17

**Reports to:** Chief Executive Officer

**Job Family:** Salary,  
Full-Time, Exempt

**About:** Rosie's House: A Music Academy for Children is a nationally recognized free afterschool music program for students from low-income families. Rosie's House believes music education creates hope, fuels the imagination, sparks creativity, and is a powerful force for social justice and vitality in our community. Certified by the National Guild for Community Arts Education, Rosie's House provides 425 students, ages 5-18, with instruction in strings, winds, piano, and ensemble opportunities in mariachi and choir. Rosie's House is a creative youth development program that utilizes music education to achieve youth development goals.

Rosie's House employs six full-time staff, 21 part-time highly trained music educators, and has an annual operating budget of approximately \$600,000 (contributed revenue model). Rosie's House is seeking a passionate, dynamic and strategic Advancement & Marketing Director who is seeking a high-growth opportunity.

### Primary Functions and Responsibilities

#### **Institutional Direction**

- Work in partnership with the CEO and Program Director to continually identify trends that provide the foundation for vision and future services.
- Work in partnership with the CEO and Program Director to cultivate brand awareness including the development of a constituency in the community.

#### **Fund Advancement**

- Direct overall fund advancement strategy including development of annual fund plan, major gift acquisition, corporate partnership activation, foundation solicitation and planned gift program.
- Participate in the strategic planning, preparation and execution of major giving cultivation and special events.
- Oversee and submit corporate and foundation grant solicitations, and manage grant activation and reporting.
- Assure the development and implementation of meaningful revenue projections.
- Direct support staff (1) in goal actualization, time management, and priorities.

## **Marketing, Communication & Community Engagement**

- Direct marketing & communication annual strategy including oversee messaging and communication targeted to stakeholders, donors, volunteers, and general public.
- Direct collateral and content creation including advertisement, newsletters (print and online), direct mail, email, invitations, annual reports, website, and social media.
- Act as a spokesperson for presentations and community engagement opportunities.
- Build on existing collaborations with performing arts and community organizations.
- Contribute to a workplace culture that values collaboration, respect, professionalism, and mission-focused decision making.

### **Essential Qualities and Character Traits**

#### **You will succeed in this role at Rosie's House if:**

- You have a thorough knowledge of the principles and practical aspects of fund advancement
- You are a persuasive and passionate communicator with ability to motivate and persuade diverse groups of people
- You have exceptional messaging, communication and marketing skills
- You thrive in a collaborative and entrepreneurial environment
- You are service oriented with a passion for arts education and positive youth development

### **Education, Experience and Other Requirements:**

- Bachelor's degree or equivalent required
- CFRE certification preferred
- 4-6 Years direct experience in fund advancement
- Direct experience in messaging, campaign creation, and communication strategies
- Two (2) years of proven experience in soliciting major gifts
- Proficiency with Microsoft Office Products, Donor Database experience and general technical ability required
- Basic knowledge of financial accounting principles

**Salary:** Salary is commensurate with experience and will be in the range of \$53,000 - \$57,500 annually. Benefits include full health, dental, vision coverage and generous PTO package. Schedule will require some weekends and/or evenings. Rosie's House respects, values, and welcomes diversity in our workforce. EOE.

**How to Apply:** Send cover letter and resume to Becky Bell Ballard at [becky@rosieshouse.org](mailto:becky@rosieshouse.org). All questions may be directed to the same email address.

The above statements are intended to describe the general nature and level of work being performed. Other duties as assigned. **Employment is contingent on:** Ability to receive/maintain a fingerprint clearance card.

