



# UTOPIAN

## ACADEMY FOR THE ARTS

### TALENT & RECRUITMENT DEPARTMENT

[www.utopianacademyforthearts.com](http://www.utopianacademyforthearts.com)

[talent@utopianacademy.com](mailto:talent@utopianacademy.com)

**JOB TITLE:** Director of Individual & Corporate Giving ([New Network Role!](#))

#### **About Utopian Academy for the Arts:**

Utopian Academy for the Arts is an independent public charter school network serving elementary middle, and high school children and families throughout Clayton County, GA. The rationale for the enrollment plan for Utopian Academy for the Arts is to provide a significant educational benefit of having gender-based classroom environments, Saturday School, and classes in the fine, dramatic, and media arts for students in Clayton County, GA.

#### **About the Director of Individual & Corporate Giving**

The Director of Individual & Corporate Giving will be responsible for the strategic direction and management of Utopian's individual and corporate giving program, including the network's capital campaign projects and programs. They will be charged with growing and building cohesive donor programs as well as soliciting individual donors and deepening current donor relationships with an eye towards deeper engagement and growth. This effort will support a robust fundraising objective that raises \$2.5+ million annually through a combination of major gifts, corporate sponsorships, institutional giving and events, and will take the major gifts and individual giving effort at Utopian to the next stage of its development. This exciting new role presents a unique opportunity for a self-starter with excellent interpersonal skills and a demonstrated capability to work as part of a team to contribute towards a growing donor base.

### **Responsibilities**

#### **Management of Individual & Corporate Giving Program**

- Establishes, leads, and manages capital campaign projects and programs
- Develop strategy, messaging and goals for Individual and Corporate Giving Program focused on major and mid-level donors in collaboration with Governance Board and CEO
- Build a growth strategy for individual and corporate donors, including strategies through peer-to-peer fundraising and a monthly donor program
- Manage current donor engagement programs and create and implement plans to successfully grow them or create new initiatives aligned with Utopian's overall goals and strategies
- Collaborate with the Communications Team on collateral, solicitation materials, and the design and marketing of peer to peer fundraising and the monthly donor program

#### **Strategic Stewardship of Major and Mid-level Donors and Prospects**

- Manage current portfolio of individual and corporate donors, and build and manage a pipeline of new individual and corporate donors

- Create opportunities for engaging donors with an eye towards demonstrating the impact of their giving and growing their gifts to events, campaigns, and other fundraising efforts
- Become a Utopian expert and excel in telling our story. Act as a spokesperson for the organization as needed to bring in funding, volunteers, etc. Work closely with various partners of the organization to organize site visits and bring our work to life for donors and prospective supporters
- Strategize and oversee the management, stewardship and engagement of the Utopian Ambassadors (Advisory Board), which includes soliciting and engaging members as well strategic recruitment of new members and executing activities and initiatives to engage their networks and deepen relationships
- Draft and contribute to the creation of solicitation materials, cases for support, and campaign language to support donors in peer-to-peer fundraising efforts

### **Systems and Project Management**

- Set up systems, strategies, and processes to build a pipeline of new individual and corporate donor prospects including outreach to volunteers, alumni, current and former staff, and other potential pipeline sources
- Create and collaborate in implementing donor stewardship, appreciation, and retention strategies
- Collaborate, track and monitor the individual and corporate giving portfolio into the Bloomerang Software, including the support of the development of the life cycle of donor management and redesigning systems and prospect pool management

### **Other Responsibilities**

- Maintain donor giving information, reporting the impact of donor gifts,
- Develop and implement fundraising strategies to enhance and grow current and prospective donors,
- Understand and communicate academies needs to donors demonstrating the impact of their giving while developing and implementing fundraising strategies,
- Coordinate with applicable departments on the gift process providing internal and external updates on gift acknowledgements, and quarterly fund statements,
- Support outreach and communication efforts to increase engagement and recognition through creation and implementation of touchpoints such as donor events, creating published lists, sending personalized thank you's and appreciation gifts, and coordinating special opportunities for direct contact.
- Directly manage donor data collection, entry and analysis from both the existing donor base and new contacts,
- Performs other duties as assigned by appropriate administrator.

### **Minimum Qualifications**

- Bachelor's Degree,
- 5+ years' experience in fundraising and donor relations,
- Experience as a fundraiser and/or in sales with a proven track record of success in personally cultivating, soliciting, and securing gifts,

- A strategic thinker with a relentless focus on fostering internal and external partnerships, using data to drive decision-making with an unwavering commitment to reaching goals,
- Proven ability for partnering with different departments within an organization to work together toward a shared vision and goals,
- A strong belief in the mission and values of Utopian Academy for the Arts, including the belief that all students can succeed, and a deep desire to make a difference in the lives of our students, families, and community,
- Exceptional organizational skills and attention to detail,
- Models correct use of language, oral and written,
- Demonstrated ability to work in an environment with diverse children, including those with special needs,
- Demonstrated ability to work effectively as a team member.

#### **HOW TO APPLY:**

Application and materials should be submitted electronically to [talent@utopianacademy.com](mailto:talent@utopianacademy.com)  
“**Director of Individual & Corporate Giving**” should be labeled in the Subject Line of your message. Applications will be reviewed on a rolling basis.

- **Completed Application** for Employment including:
- Cover letter / letter of interest defining your strengths in your subject matter, including your experience with supporting a charter school, or arts integrated school. Please cite specific and measurable examples from your practice that make you a fit for our Director of Individual Giving position
- Resume