

SHORT NORTH ALLIANCE

ADMINISTRATIVE OFFICE

875 N. High St, 3rd Floor
Columbus, OH 43215

P/ 614.299.8050

SAFETY OFFICE

1181 Mt. Pleasant Ave
Columbus, OH 43215

Short North Alliance Director of Advancement Job Description

Overview

The Short North Alliance Director of Advancement is responsible for fundraising, donor stewardship and development, volunteerism, and supporting promotional and event activities of the Short North Alliance. Given the unique nature of the Short North Alliance's fundraising initiatives, a successful candidate for this role has experience in development and communications settings. This position reports to the Executive Director of the Short North Alliance.

Roles & Responsibilities

40% of Time: Development and Donor Relations

- Supports the Executive Director in all facts of fundraising to advance the interests and mission of the Short North Alliance through a variety of earned and contributed sources with an approximate annual support goal of \$700,000.
- Supports the Executive Director in identifying public, private, and foundation grant opportunities to support the programs, projects, and services of the Short North Alliance; helps write and develop grant narratives; supports the preparation of grant applications and all support materials; tracks grant outcomes; and completes final grant reports.
- Supports the Executive Director in event and project sponsorship prospecting, solicitation, acknowledgement, and sponsor benefits fulfillment with an annual sponsorship fundraising goal.
- Supports the Executive Director in managing Short North Alliance individual giving programs, including developing appeal and campaign copy, individual donor prospecting, solicitations, acknowledgements, and donor stewardship with an annual donor fundraising goal.
- Builds and oversees donor and funder databases, donor communications, and donor cultivation events.

30% of Time: Event Leadership and Direction

- Works with the Executive Director and the Short North Alliance and the Fundraising & Development Committee to lead the strategic planning of the Short North Gala, held annually each spring. Provides direction and oversight to the Events & Special Projects Manager for all the following for the Short North Gala: administrative organization, registration, event logistics, event timeline, vendor and performer selection and contracts, ticketing/table management, sponsor benefits fulfillment, volunteer recruitment & training, payments to vendors, and budget reconciliation.
- Works with the Executive Director, Short North Alliance Fundraising & Development Committee, and community committees to lead the strategic planning of HighBall Halloween held each October. Serves as key staff point of contact for HighBall Halloween and provides direction and oversight to Events & Special Projects Manager for all the following: Administrative organization for event logistics, programming, vending, and volunteers; event timelines; event committee and team meetings; event staff; vendor and performer prospecting and contracts; ticketing; sponsor benefits fulfillment; VIP and private party logistics; payments to vendors; and budget reconciliation.



SHORT NORTH ARTS DISTRICT

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- Works with the Executive Director and District businesses to lead the strategic planning of the monthly Short North Arts District Gallery Hop and other collaborative art event experiences. Provides direction and oversight to Events & Special Projects Manager for all the following: performer/vendor outreach and selection, day-of event operations; permits and licenses from the City of Columbus; support staff and police needs; trouble shoots day of issues; and positioning of Gallery Exhibit and District-wide special events information each month.
- Works with the Executive Director and Fifth Avenue and Fourth Street Special Improvement District area businesses and community stakeholders to lead the strategic planning of annual and episodic events serving that area (such as Go Fourth!). Provides direction and oversight to Events & Special Projects Manager for all the following: performer/vendor outreach and selection day-of event operations; permits and licenses from the City of Columbus; support staff and police needs; trouble shoots day of issues; and positioning events.
- Works with the Executive Director and the Short North Small Business Advisory Council to lead the strategic planning of the annual Holiday Hop and other Holiday Events in the Short North Arts District. Provides direction and oversight to Events & Special Projects Manager for all the following: performer/vendor outreach and selection day-of event operations; permits and licenses from the City of Columbus; support staff and police needs; trouble shoots day of issues; and positioning of the annual Holiday Hop and other Holiday.
- Works with the Executive Director and other relevant stakeholder groups to identify, develop, support, and implement plans for events in the Short North Arts District and Fifth Avenue and Fourth Street Special Improvement District area as they arise.

20% of Time: Strategic Advancement & Promotions

- Works with the Director of Creative Services and Marketing to identify and cultivates key communications partnerships and promotions.
- Leads the engagement of community, volunteer, or other constituent groups in Short North Alliance service area events, promotions, or other engagement moments; supports the Executive Director in the identification and development of new board or other committee or meeting group leadership prospects; identifies and develops volunteer opportunities.
- Coordinates the Short North Alliance business marketing benefits program, the Friends of the Short North, which includes recruiting members, developing & fulfilling benefits, and managing renewals (with an annual renewal goal of \$10,000 or 40 members).

10% of Time: Other

- Supports the hire, supervision, and evaluation of the Short North Alliance Events & Special Projects Manager, and vendor teams to support events, promotions, or other affinity and advancement goals.
- Other duties as assigned.



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Desired Education, Experience, and Qualifications

- A four-year degree from an accredited college or university in Arts Administration, Business, Communications, Hospitality Management, Non-Profit Administration, or related field.
- At least five years of full-time equivalent work experience in Development, Fundraising, Donor Relations, and/or Event-based fundraising or related field required.
- Past volunteer or work experience related to outdoor festival management preferred.
- Strong understanding of third-party, web-based donor or event management tools such as Mail Chimp, Eventbrite, All Seated and Fundraising Management Software (such as Bloomerang, Blackbaud, Salesforce) or the equivalent) strongly preferred.
- Experienced in the following: MS Office Suite, Mac OS, Adobe Creative Suite, G Suite, Wordpress, and Various Social Media Platforms required.
- Day, evening, weekend, and on-call availability.
- Possesses reliable transportation and a valid Ohio driver's license.

Core Competencies

- Highly motivated, proactive, organized, detail-oriented self-starter and team player adept at multitasking and working toward deadlines in a fast-paced, collaborative, always evolving work environment, and anticipating the needs and demands of complex events.
- Possess exceptional interpersonal communication skills and is comfortable communicating and engaging with an extremely broad mix of constituents (including donors; volunteers; business and property owners; and creatives).
- Possesses an understanding of arts, cultural, festival and neighborhood-based non-profits in Columbus.
- Has an established connection to and passion for the Short North Arts District community.
- Proven abilities to problem solve and work diplomatically.

Application Instructions

Interested applicants should send a resume, cover letter, salary requirements, and list of 3 references electronically in MS Word or Adobe PDF format to employment@shortnorth.org by **Monday, February 20, 2023 at 11:59 PM with the Subject: Short North Alliance Director of Advancement Application - Your Name at 11:59 PM** with the Subject: **Short North Alliance Director of Advancement Application - Your Name**.

No phone calls will be accepted. Applicants invited for interviews should be prepared to share information and examples of past event or other related work experience.

Target start date is Monday, March 27 or sooner.



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About the Short North Alliance

The Short North Alliance (SNA) is a 501(c)3 non-profit organization serving business owners, property owners, and residents of the High Street, East 5th Avenue, and North Fourth Street commercial corridors and the Short North Arts District.

Our mission: To nurture the Short North Arts District, High Street, East 5th Avenue, and North Fourth Street commercial corridors as vibrant, creative, and inclusive communities and leading arts destinations.

Our work: The Short North Alliance supports one of most treasured neighborhoods and visitor destinations in Columbus by leading clean and safe programming, presenting some of the most longstanding Short North Arts District events (Gallery Hop, HighBall Halloween, etc.), managing beautification projects, spearheading public art programs, and overseeing marketing, communications, visitor supporting programs, and community advocacy for the over 4 million annual visitors and the 400 businesses and 700 property owners who call the Short North and Fifth Avenue and Fourth Street Special Improvement District areas home.

Learn more about us at shortnorth.org and fifthandfourth.org.

The Short North Alliance is an equal opportunity employer.

