

## **Job Description, Advancement Officer**

Tephra Institute of Contemporary Art (Tephra ICA) seeks a well-organized, self-motivated, contemporary art enthusiast to take the lead role in fundraising and to contribute to marketing/communications strategy. The institution recently announced a significant rebranding, and this job opportunity comes at a time of organizational growth with a need to increase revenue in support of enhanced exhibitions and programs.

Tephra ICA is a 501(c)3 nonprofit solely dedicated to promoting innovative contemporary art and thinking. As a recognized regional arts leader, Tephra ICA serves 80,000 people annually, providing the Washington, DC metropolitan region with wide-ranging opportunities to experience and explore contemporary art through exhibitions, education offerings, interdisciplinary public programs, and the Northern Virginia Fine Arts Festival. Tephra ICA exhibitions present the full scope of visual arts with the main gallery increasingly highlighting nationally and internationally acclaimed artists and the satellite gallery, Tephra ICA at Signature, showcasing innovative local and regional artists, sponsored by Reston Community Center.

Tephra ICA has partnered with Reston Community Center, the Phillips Collection, the National Museum of African American History and Culture, George Mason University, and the National Gallery of Art through programming such as Creative Response, which invites creative professionals to respond to artwork on view and engage visitors in conversation. Tephra ICA's Emerging Visions program and Summer Art Camp deliver art enrichment experiences to over 20,000 students; and the Northern Virginia Fine Arts Festival, Tephra ICA's largest fundraising effort, is among the top of such events in the country. Admission to the Tephra ICA gallery is always FREE, as are most programs.

Recently, Tephra ICA was honored by the Virginia Commission for the Arts, the state arts agency, to receive one of its prestigious "50 for 50 Arts Inspiration Awards" in the category of Bedrock Institutions – one of only four visual arts institutions in the Commonwealth to receive such recognition.

*Tephra ICA is committed to social and cultural equity. For a full list of our commitments, [click here](#).*

## **Essential Duties and Responsibilities**

### **Development and Fundraising**

- Work closely with the Executive Director to develop a strategic plan for fundraising and marketing (related to major gifts, grants, and sponsorships) to support the organization's restructuring and rebranding



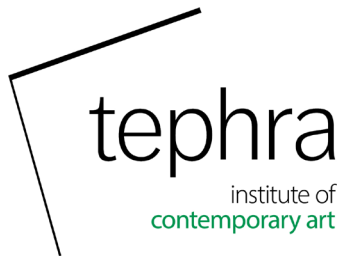
- Work closely with Associate Curator & Festival Director on the overall planning, implementation, and logistics of the institution's largest fundraiser, the Northern Virginia Fine Arts Festival, with the Associate Curator & Festival Director leading the artistic, creative direction and this role leading fundraising and marketing efforts
- Oversee all fundraising for the Northern Virginia Fine Arts Festival, including but not limited to managing the \$300,000 Festival budget, corporate sponsorships, event promotion, contracts, and logistics
- Manage the growth of an evolving fundraising program by establishing and monitoring strategic fundraising goals and assume responsibility for meeting these goals
- Coordinate special appeal campaigns targeting areas, including but not limited to capital improvements, specific programs, and general operating needs
- Identify, cultivate, solicit, and steward new sources of funding opportunities; manage grant writing and compilation
- Maintain and nurture relationships with government, individual, corporate, and foundation funding sources
- Track reporting deadlines and process board dues
- Direct and supervise special events related to institutional advancement; be present at other programs as needed to maximize and communicate potential fundraising opportunities
- Other duties as assigned by Executive Director

### **Communications and Marketing**

- Work closely with the Executive Director in the development of institutional messaging, advertising, e-communications, social media, and other marketing materials
- Oversee marketing for the Northern Virginia Fine Arts Festival, including but not limited to managing paid advertising, sponsorship promotion, and social media strategy
- Evaluate and align the use of marketing efforts to support development related to the organization's restructuring and rebranding
- Maintain accurate and detailed record of donor communications and prospect management, including cultivation, solicitation, and stewardship documentation in a tracking system. Build onto and maintain existing contact database
- Prepare correspondence, presentations, proposals, and reports as needed for major gift donors, prospects, and foundation communications
- Assure that best practices are in place and that relevant and innovative fundraising messages are developed to align with organizational mission
- Manage renewals and the new / lapsed member process; mail and phone outreach

### **Education and Experience**

- Minimum of Bachelor's degree



- Knowledge of best practices in local and national institutional advancement, marketing, development, and philanthropy
- Experience in managing and executing large-scale events preferred
- Interest and enthusiasm for contemporary art
- Effective written, listening, and oral communication skills
- Strong organizational skills with high attention to detail
- Demonstrated skills initiating and managing projects, working independently, and meeting deadlines
- Ability to exercise good judgment, demonstrate initiative, and handle confidential materials with integrity
- Expert in using Microsoft Office (PowerPoint, Excel, Word); Proficiency in Adobe Suite and development software (I.e., Donor Perfect) is highly regarded

Salary and title commensurate with experience. Interested candidates should send a resume, cover letter, and list of references as soon as possible to [jobs@tephraica.org](mailto:jobs@tephraica.org). Interviews will begin in September.