



155 Gibbs Street, Suite 300, Rockville, MD 20850 | 301.315.8200 | visartscenter.org

Development Manager (Full-Time)

Reports to: Vice President of Advancement

Supervises: Part-Time Grant Writer

Status: Full-time, exempt | Minimum 4 days/week onsite | Limited evenings/weekends

Salary: \$65,000-\$75,000 + Benefits

VisArts seeks a dynamic fundraising professional with at least three years of experience in nonprofit development to join our team as Development Manager. This role plans and executes VisArts' annual giving strategy, cultivates mid-level donors, coordinates grants, and manages donor data to build strong, lasting relationships that support VisArts' mission.

ABOUT VISARTS

VisArts is a nonprofit arts center located in Rockville, MD, with art classes and camps, four contemporary art galleries, studios, artist residencies and fellowships, a supported studio program for artists with disabilities, and community outreach programs. We are a home for meaningful connection through creative expression, and our niche is to provide inclusive visual arts creation, instruction, and presentation.

VisArts is actively recruiting applicants from all backgrounds so that our staff more closely match the diversity of our community. We believe a diverse team creates a better experience for our community, a better place to work, and a better world in which to live. We strongly encourage BIPOC, AAPI, and/or LGBTQ+ applicants.

WHAT YOU'LL DO

DONOR CULTIVATION & SOLICITATION (30%)

- Mid-Level Donor Management
 - Maintain and manage approximately 200-250 grassroots donors (<\$1,000) and 15-20 mid-level donors (\$1,000-\$4,999)
 - Conduct personalized outreach including phone calls, emails, in-person meetings, and handwritten notes
 - Develop individualized cultivation strategies based on donor interests, giving history, and capacity
 - Execute strategic solicitations in collaboration with VP of Advancement, CEO and Board members
 - Identify and qualify major gift prospects (\$5,000+ capacity) for VP's portfolio
- Donor Engagement Strategy
 - Facilitate administrative duties to support Board Ambassador Program
 - Develop and execute engagement strategies to deepen donors' connection to VisArts' mission and programs
 - Collaborate with program staff to create meaningful touchpoints between donors and programs they support

- Leverage site visits, gallery openings, exhibition previews, and special events to strengthen donor relationships
- Work closely with VP of Advancement on cultivation strategies for donors moving toward major gift level
- Prospect Research & Pipeline Development
 - Conduct prospect research to identify new individual and institutional donors
 - Qualify prospects based on capacity, affinity, and giving history
 - Build and maintain robust solicitation pipeline across all donor levels
 - Track prospect movement through cultivation cycle and adjust strategies accordingly

ANNUAL CAMPAIGNS & DONOR RETENTION (25%)

- Campaign Planning & Execution
 - Plan and execute VisArts' annual fundraising campaigns including year-end giving and spring appeal
 - Develop multi-channel campaign strategies incorporating direct mail, email, social media, and personal outreach
 - Collaborate with Marketing Manager to ensure alignment of campaign messaging, design, and creative execution
 - Coordinate with Grant Writer on campaign materials, appeal letters, and donor communications
 - Set campaign revenue goals, track progress, and analyze results
- Donor Stewardship & Retention
 - Build and maintain relationships with individual and institutional donors through personalized communication and recognition
 - Ensure timely and meaningful acknowledgment of all gifts (within 48 hours for gifts \$1,000+)
 - Develop and implement retention strategies to reduce donor attrition and increase recurring giving
 - Create impact reports and stewardship communications demonstrating how donor support advances VisArts' mission
 - Manage donor recognition programs including naming opportunities, donor walls, and annual reports
- Event-Based Fundraising
 - Leverage programmatic events, gallery openings, receptions, and fundraising events to meet revenue goals and deepen donor relationships
 - Coordinate donor cultivation events including behind-the-scenes tours, artist conversations, house parties, and exclusive previews
 - Ensure donors feel valued, connected, and inspired at all VisArts events

GRANTS & CORPORATE SPONSORSHIP (20%)

- Grants Coordination
 - Maintain comprehensive grants calendar tracking deadlines for applications and reports
 - Coordinate grant proposal process: assemble application materials (budgets, financial statements, board lists, program descriptions), gather data and outcomes from program staff, and submit completed applications via grant portals
 - Manage grant reporting process: track deadlines, coordinate with program staff to gather required content and data, work with Grant Writer to draft reports, ensure timely submission

- Maintain organized grant files and documentation for all active and prospective institutional funders
- Support the VP of Advancement in cultivating relationships with program officers at foundations and institutional funders through regular communication and site visits
- Corporate Sponsorship
 - Identify, cultivate, and solicit corporate sponsors for programs, exhibitions, and special events
 - Develop compelling sponsorship packages aligning corporate community engagement goals with VisArts' mission and visibility opportunities
 - Ensure proper sponsor recognition through signage, event acknowledgment, social media, and website features
 - Provide sponsors with impact reports and stewardship materials demonstrating value and community reach

CRM & DATABASE MANAGEMENT (15%)

- Database Administration
 - Serve as primary administrator of VisArts' donor database (CRM system)
 - Ensure data integrity, accurate gift recording, proper donor attribution, and timely acknowledgments
 - Maintain accurate and current donor records including contact information, giving history, communication preferences, and engagement activities
 - Process gift entries, generate acknowledgment letters, and track pledge payments
 - Train staff on proper database use and data entry protocols
- Analytics & Reporting
 - Generate reports and analytics to track fundraising performance, donor retention, campaign effectiveness, and pipeline health
 - Analyze donor data to identify trends, opportunities, and areas requiring strategic attention
 - Prepare regular reports for VP of Advancement on fundraising progress, donor activity, and revenue forecasting
 - Use data insights to inform cultivation strategies, campaign timing, and resource allocation

SUPERVISION & COLLABORATION (10%)

- Grant Writer Supervision
 - Supervise Part-Time Grant Writer, providing guidance on priorities, deadlines, and organizational messaging
 - Review and approve grant proposals, reports, fundraising appeals, and donor communications for accuracy, alignment with strategy, and compelling storytelling
 - Ensure Grant Writer has access to necessary information, data, and staff resources
 - Provide constructive feedback and support Grant Writer's professional development
- Cross-Departmental Collaboration
 - Work closely with Marketing Manager to coordinate fundraising campaigns with program marketing and ensure consistent messaging
 - Collaborate with program directors to gather impact stories, outcomes data, and programmatic information for proposals and donor communications
 - Partner with finance team to ensure accurate financial reporting for grants and donor communications

- Support VP of Advancement in Board fundraising activities and committee support

QUALIFICATIONS

Experience & Skills

- Minimum three years of relevant experience in nonprofit fundraising, including individual giving, corporate sponsorship, and grants management
- Track record of successfully executing annual fundraising campaigns and donor cultivation strategies
- Strong organizational and project management skills with ability to meet deadlines independently
- Excellent interpersonal skills and ability to build relationships with diverse stakeholders including donors, staff, Board members, and volunteers
- Exceptional written and verbal communication skills with ability to articulate VisArts' mission and impact compellingly
- Proficiency in CRM database management and donor analytics tools (Raiser's Edge, Salesforce, Bloomerang, or similar)
- Strong analytical skills with ability to interpret donor data and translate insights into strategy
- Passion for and commitment to VisArts' mission and vision

Personal Qualities

- Gifted communicator and successful relationship builder
- Respectful collaborator capable of turning ideas into measurable outcomes
- Proactive self-starter who anticipates needs and solves problems
- Positive attitude, team spirit, and sense of humor
- Adaptable and flexible in response to evolving fundraising landscape

Note: Nonprofit fundraising strategies, opportunities, and responsibilities evolve continuously. Flexibility, adaptability, and proactivity are essential for success in this role.

If you're excited about this role but your experience doesn't align perfectly with every qualification, we encourage you to still consider applying.

COMPENSATION & BENEFITS

- Salary: \$65,000-\$75,000 annually
- Benefits:
 - Three weeks paid vacation (to start), plus paid Federal holidays and the week from December 24 through January 1
 - Accrued sick leave
 - Paid or partially paid health insurance (depending on selected plan)
 - Retirement plan with VisArts contribution
 - Transportation benefits
 - Professional development opportunities
 - Class and camp discounts
 - Passionate, creative, and friendly coworkers
 - Convenient location three blocks from the Rockville Metro Station (Red Line)

TO APPLY

Please submit your resume and cover letter to careers@visartscenter.org.

Cover letters are optional but welcomed.

Applications will be reviewed on a rolling basis. Position open until filled.

VisArts is an equal opportunity employer, and we evaluate applicants regardless of their race, color, religion, national origin, gender, sexual orientation, age, disability status, veteran status, or family status.