



# JOIN OUR TEAM

L | A | N | D studio

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**SENIOR DIRECTOR  
OF DEVELOPMENT &  
COMMUNICATIONS**

## **POSITION DESCRIPTION:**

### **SENIOR DIRECTOR OF DEVELOPMENT & COMMUNICATIONS**

LAND studio seeks a dynamic, driven leader in the field of fundraising and communications to guide strategy and implementation of its development efforts as Senior Director of Development and Communications. The ideal candidate for this position will be a highly effective fundraiser, skilled relationship builder, strong communicator, experienced manager, and a creative and motivational leader. The Senior Director of Development and Communications will work closely with the Executive Director and Board of Directors, manage the development and communications team, and report directly to the Executive Director. The position will oversee a staff of 2.5 employees responsible for LAND studio's annual fund, foundation and government support, corporate giving, events, and communications and marketing. Additional capacity on marketing and communications has been provided through outside consultant support. The successful candidate will drive meaningful and diversified growth to support the organization in achieving its mission. She or he will align communications to support LAND studio's fundraising goals and priorities, and deepen community-wide awareness.

### **OUR MISSION**

We create places and connect people through public art, sustainable building and design, collaborative planning, and dynamic programming.

### **OUR VISION**

Our vision is to make Cleveland a city filled with vibrant, textured places that unite, inspire, and enrich its people.

### **ORGANIZATIONAL BACKGROUND**

LAND studio is a Cleveland-based nonprofit that leads the planning, design, and development of dynamic public spaces and public art in Cleveland. We convene community stakeholders, urban planners, public officials, artists, designers, developers, and funders to complete projects both large and small. LAND studio's projects can be seen in the city's most central public spaces and throughout its diverse neighborhoods.

In 2016, LAND studio completed the acclaimed \$50 million transformation of Cleveland's Public Square after leading a civic collaboration of public, private, and philanthropic partners for over a decade. Other noteworthy projects recently completed or under way includes: inter|urban, Irishtown Bend, and the Cleveland Foundation Centennial Lake Link Trail.

LAND studio has a dedicated and creative staff of 18, and is governed by a 26-member Board of Directors representing a cross-section of civic leaders from the public, private, and governmental sectors. The organization has a baseline operating budget of \$2 million, which excludes project implementation costs that can vary annually and impact the overall budget, which has ranged from \$3 million to \$10 million.

Roughly one-half of the organization's operating budget has traditionally come from government, private and community foundations, and an annual fund. The balance is earned through a variety of program management fees associated with projects. The critical support that LAND studio receives from its funders allows the organization to invest its time in multi-year projects and programs that invigorate neighborhoods. These projects catalyze development and create better public space connections throughout the community.

# ATTRIBUTES OF A SUCCESSFUL CANDIDATE

The successful candidate will have a sincere appreciation for LAND studio’s mission and the value that vibrant public spaces and public art bring to the community and the regional economy. She or he will have at least five years of dedicated work experience in fund development, with direct experience nurturing relationships with individuals and soliciting their support. She or he will have superior communication skills that allow the successful candidate to convey the value proposition of LAND studio, convince others of the same, and move audiences to action in support of the organization. The successful candidate will be a strategic thinker who has experience managing others to implement a plan. She or he will also be a team player whose primary role is as a partner to the Executive Director in achieving the mission by generating support and communicating on behalf of LAND studio.

## PRIMARY RESPONSIBILITIES: Fund Development

- Lead the planning and execution of LAND studio’s overall fundraising strategy including board giving, annual appeals, individual donors, foundation, government, and corporate giving, grant writing, donor cultivation and special events.
- Set development goals, track performance, and prepare regular progress reports to Executive Director and board members on an on-going basis.
- Set departmental budget and resource needs based on a comprehensive fundraising strategy.
- Supervise and evaluate LAND studio’s development staff, engaging them in goal setting and providing support and capacity to achieve goals.
- Work in partnership with the Executive Director to lead and support LAND studio’s fundraising & marketing committee of the board. Grow capacity and support the board’s role in cultivation of donors and partners at all levels.
- Work collaboratively with LAND studio’s program staff leadership to understand current and future funding needs for the organization’s portfolio of projects and programs.
- Prepare and participate with the Executive Director, board members, and key project staff in key meetings and presentations to funders, partners, and prospects. Ensure consistent communication, on-going connections, and follow-up with funders, partners, and prospects.
- Envision and organize the planning for LAND studio events and programs that increase donor engagement and raise organizational visibility.
- Ensure LAND studio has a visible public presence at events and programs that are aligned with LAND studio’s mission and priorities.



## PRIMARY RESPONSIBILITIES: Communications

- Develop, implement, and manage a communications plan with targeted outreach to constituents, raising the profile of LAND studio and increasing awareness of its mission, programs, and impact.
- Develop and ensure continuity of LAND studio brand and messaging across all aspects of the organization and with external audiences.
- Enhance LAND studio's reputation as a leader in the field of placemaking through the use of technology and social media. Maximize and expand LAND studio's reach to broad audiences through its social media channels including Facebook (3,900), Instagram (7,230), and Twitter (9,028).
- Cultivate comprehensive marketing and partnership strategies to attract and engage donors.
- Develop and support relationships with local, regional, and national nonprofits, foundations, elected officials and their staffs, government agencies, museums, educational organizations, businesses and other organizations that further LAND studio's mission and help to position LAND as a key partner in civic initiatives.
- Engage in and understand the programmatic priorities at LAND studio and participate in relevant professional organizations and meetings to understand and, as appropriate, incorporate best practices and new approaches.
- Serve as a frontline spokesperson for LAND studio and support the Executive Director as LAND studio's public face to the media and community.

## DESIRED SKILLS, ABILITIES, & ATTRIBUTES

- **Mission Focused** leader with an understanding of and sincere appreciation for the value of placemaking and public art.
- **Open-minded, Strategic Thinker** with a proven track record of making unusual and unexpected connections between individuals, institutions, and ideas that will drive new engagement strategies that grow audiences and donors.
- **Collaborative Leader** that values developing and empowering team members in a creative, collaborative decision-making environment.
- **Thinker AND Doer** capable of developing plans, building support for a vision, and motivating others by leading with their own action.
- **Image Builder** that understands institutional branding, marketing, and fundraising and will lead LAND studio in these areas.
- **Relationship Builder and Manager** who develops beneficial relationships with key stakeholders and funders and understands the nuances of public sector and political factors on the work, and can build trust and confidence with elected officials, community leaders, partners, and funders.
- **Skilled Communicator** with strong written and verbal communication skills that demonstrates an ability to effectively articulate mission, activities, goals, and objectives of LAND studio to the media and the community at large.
- **Proven Manager** that has strong organizational and administrative skills and experience developing processes that increase efficiency and effectiveness in the areas of development and communications.

## QUALIFICATIONS

An appropriate bachelor's degree is required; an advanced degree is preferred. A minimum of five years experience in the field of fund development is required. Some direct work experience in communications is preferred.

## COMPENSATION

LAND studio offers a competitive salary that is commensurate with qualifications and experience and a comprehensive benefits package.

## PHYSICAL REQUIREMENTS & TIME COMMITMENT

Must be able to work in an open office environment. Requires the ability to sit and be stationary for prolonged periods of time, normal or corrected vision and manual dexterity sufficient to perform work on a personal computer and other office equipment such as a copy machine and computer printer. Must have the ability to work evenings, weekends, and off-hours special events.

## INTERESTED CANDIDATES

We value your interest and respect your confidentiality. All submissions will be treated with the utmost confidence.

Now its up to you. Please submit the following in electronic PDF format:

- A cover letter
- Resume
- Any other supporting materials that you would like to be considered

**SUBMIT MATERIALS BY MONDAY, OCTOBER 16<sup>th</sup> TO:**

**[JOBS@LAND-studio.org](mailto:JOBS@LAND-studio.org)**



**WE WANT TO HEAR FROM YOU**