

Monday, February 5, 2024

Director of External Affairs

Company: Ballet Tech

Location: New York, NY

Compensation: Annual salary range is \$100k - \$120k, depending on experience level.

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Ballet Tech seeks an experienced fundraiser with marketing & communications skills to serve as its Director of External Affairs. Reporting to the Executive Director and Artistic Director, the Director of External Affairs will manage all aspects of Ballet Tech's development operations while boosting awareness of its programs among key external audiences. The Director of External Affairs is a member of Ballet Tech's senior leadership team who manages one full-time direct report and liaises with multiple external consultants.

Essential Duties & Responsibilities:

Development/Fundraising

- o Manage and implement all aspects of individual and institutional giving to generate \$1,000,000 in contributed income each year
- o Identify, cultivate, and solicit institutional donors
- o Create and submit grant applications and fulfill all reporting requirements
- o Manage individual giving campaigns, including individual solicitation and stewardship, direct mail and crowdfunding
- o Plan and execute donor cultivation and benefit events
- o Develop and manage a planned giving program
- o Oversee fundraising data management
- o Assist with communications – print and electronic – about performances and other noteworthy events
- o Create and monitor annual development budget
- o Generate reports for quarterly board meetings

Marketing/Communications

- o Oversee the creation of all social media campaigns and daily content on all of Ballet Tech's public-facing platforms
- o Coordinate with Ballet Tech's publicist to manage all PR needs
- o Write, edit, compile, and prepare event materials and collateral
- o Support student recruitment efforts with messaging and advertising strategies
- o Coordinate with Ballet Tech's partner organizations to boost public awareness of performances, residencies, and educational programming we offer
- o Ensure Ballet Tech's website is maintained with current information

Required skills and experience:

- o 7-10 years of fundraising and marketing experience
- o Superior written and verbal communication skills
- o Strong interpersonal skills
- o Self-motivated and independent
- o Meticulous attention to detail
- o Exceptional organizational skills
- o Solid knowledge of social media and crowdfunding campaign strategies
- o Familiarity with the New York philanthropic community

Benefits:

- o Medical insurance (we pay 100% of the premium cost for individuals)
- o Employer-funded Health Reimbursement Account (HRA)
- o Optional Medical & Dependent Care Flexible Spending Accounts (FSA)
- o Dental, vision, and life insurance (we pay 50% of the premium cost for individuals)
- o 403(b) retirement plan with 3% match after first year

- o Transitchek (pre-tax commuter benefit)
- o Generous paid time off (PTO)

To apply, send cover letter, resume, and writing sample to jpalmer@ballettech.org.

(Incomplete applications will not be considered.)

Ballet Tech is an equal opportunity employer.

Ballet Tech
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