

## **Maryland Film Festival Director of Development**

The Maryland Film Festival (MdFF) seeks a seasoned Director of Development to create and implement the fund development strategy and plans to maximize contributed revenue from individuals, corporations, foundations and government sources.

The mission of the Maryland Film Festival (MdFF) is to bring films, filmmakers, and audiences together in a friendly, inclusive atmosphere that reflects the unique aspects of our community, while participating in and adding to the larger film dialogue across the country and across the world. Film for Everyone.

In the fall of 2018 MdFF adopted a five-year plan to fully realize its role in Baltimore and the field as a respite for filmmakers, a world-class destination for cinema, and a stalwart advocate for the democratizing the power of story, as told through film, and expressed through each individual storyteller's voice. The SNF Parkway functions as a multi-disciplinary film, community, and education hub serving a broad cross-section of the Baltimore public and beyond. MdFF leverages the powerful assets of the Johns Hopkins University, Maryland Institute College of Art and surrounding campus communities to function as a vibrant, regional nerve center for dialogue, discussion, and debate on the key issues of the day, with film as the central axis in broad public discussions. Through programming, education and community ventures, MdFF is establishing a year-round a platform for all voices that are reflective of the diverse population of greater Baltimore and the nation.

The five-year strategic plan has recently been extended through 2025 with a revised model season to account for online screenings, hybrid programming, and the return of in-person movie-watching at the SNF Parkway. In addition, the extended plan includes a programmatic expansion into a contemporary center for moving image – a more socially-engaged, participatory mix of the best elements of a movie theater and museum that harnesses the accessibility of the moving image and the collectivity of cinema to support the efforts of our communities.

To achieve this new strategic vision and plan, MdFF is making a major investments in capacity building and infrastructure, including significant investments in institutional advancement and the hiring of a Director of Development.

### Position

The Director of Development (DOD) will have an exciting opportunity to chart and achieve the next phase of philanthropic growth for Maryland Film Festival (MdFF). Reporting to and partnering with the Executive Director, the DOD will create and execute the strategy and plans to maximize contributed revenue. Growing annual giving, major gifts, and institutional giving are core responsibilities of the position. The Director will partner with and mobilize board members and senior leadership of MdFF to maximize development opportunities and deepen relationships with the philanthropic community. This is an exempt position for FSLA and any related purposes.

### Roles and Responsibilities:

- Develop and oversee the MdFF development team, establish fundraising operating procedures, protocols, best-in-class practices and systems.
- Develop and implement the fundraising strategy and plans to secure corporate, foundation, government and individual contributions for MdFF annual operations and create new fundraising initiatives, with a priority focus on current budget goals and developing future fundraising growth to meet strategic plan priorities in a shifting landscape.
- Create, implement, and manage annual fund and targeted fund campaigns designed to significantly increase contributed income and meet fundraising and strategic plan goals.
- Collaborate with the Executive Director, the Board of Directors and Board Advancement Committee to develop and execute short- and long-term fundraising strategies.
- Direct all aspects of donor programs, including identification, qualification, cultivation, solicitation, and stewardship processes, practices and plans.

- Establish solicitation priorities, manage prospect lists and research, and develop and execute targeted cultivation plans and solicitation strategies for a range of prospects.
- Cultivate current donors for ongoing support, including SNF Parkway capital campaign donors, while seeking new prospects to ensure a robust and diversified funding base.
- Participate in the planning and execution of special events, design donor benefits, and engage in volunteer management and donor stewardship.
- Engage donors in ongoing activities of the MdFF.
- Develop promotional opportunities to support annual giving programs, sponsorships, special projects, and events.
- Represent MdFF at a variety of public and private community events, as appropriate.
- Embrace and establish other fundraising strategies and implementation responsibilities as needed.
- Fully understand the MdFF mission, its special role in film programming and presenting, and in connecting a variety of audiences to films and filmmakers.

#### Individual and Foundation Donors

- 1) Lead all donor identification, qualification, cultivation, solicitation and stewardship activities, involving development staff, Board members and others as needed
- 2) Identify, qualify and prioritize current and potential donors according to their interests in specific organizational needs, programs and activities, including but not limited to artistic, operating and youth media needs and activities.
- 3) Build a plan and calendar of activities to ensure stewardship and engagement of donors, with the goal of increasing each donor's commitment to the MdFF mission, plans and programs.
- 4) Build a plan and calendar of activities to support the identification, cultivation and solicitation of prospective donors, including potential donors from outside the region, who have a demonstrated interest in art house films and the expanse of moving image art, restored theaters, contemporary arts centers, neighborhood and arts district development, student and youth media programs.
- 5) Working with development team membe, build formal plans for donor recognition and ongoing contact with MdFF personnel and activities, based on the level and potential of giving and develop specific solicitation goals.

#### Government Funders

- 1) Explore funding opportunities and partnerships with city, county, state and federal government agencies
- 2) Maintain relationships with key personnel at the Maryland State Arts Council, Baltimore County Arts Commission and the Baltimore Office for Promotion of the Arts and the National Endowment for the Arts, to optimize growth and support.
- 3) Lead cultivation and solicitation efforts with government funding agencies, involving the Executive Director and staff and Board as needed

#### Corporate/Business Donors

- 1) Prioritize current and best potential corporate partners, with emphasis on their philanthropic mission.
- 2) Implement regular interaction with their employee bases as appropriate, including special activities at the Parkway, newsletters, onsite distribution of information about upcoming events

#### Other Duties

- Provide informal and formal reports to the Executive Director and appropriate Board committees
- Identify, track and report grant application progress to the Executive Director, MdFF Board and other partners as needed.
- Draft grant requests/funding submissions for review and approval by the Executive Director

- Coordinate and gather information about fundraising needs with others in the organization, particularly funding for future programming, financial, student showcases, and specialized programming, such as Sweaty Eyeballs animation series and festival, Sight Unseen experimental film series, repertory film series, Filmmaker Services , etc.
- Work with the Director Marketing to establish a calendar of regular communications, targeted and general, to donors about MdFF ongoing filmmaker alumni success, including alumni inclusion in major festivals and award recognition, national press features, trade news about new projects, etc.
- Evaluate the success of fundraising campaigns and plans and incorporate feedback into fundraising processes to ensure future and growing success.
- Develop and implement the systems and infrastructure necessary to maintain the fundraising efforts of the organization:
  - a) Create and oversee the annual fundraising calendar and communicate ongoing activities to other staff.
  - b) Design, establish and maintain and a donor database to maintain donor information and support communications, programs/campaigns and reporting.
  - c) Create succinct, concise weekly reporting for the Executive Director and monthly reporting for the appropriate committees of the Board; and
  - d) Develop and implement protocols for acknowledging donor gifts, including formal and information written, in-person and phone communication, and when to use each method of acknowledgement.
- For fundraising events, work with the marketing team to develop marketing campaigns and coordinate all activities with the Special Events Manager, ensuring effective collaboration, and communication as well as successful and seamless events.
- Develop, implement and manage a community engagement strategy including community relations, special community programs and other activities/efforts.
- Provide content for special events and fundraising messages to be included in all marketing and communications platforms and campaigns of the organization, including but not limited to, print and online materials.
- Prepare and monitor revenue and expense budgets and provide accurate reporting.
- Analyze and integrate data into effective fundraising strategies.
- Maintain the integrity of patron, donor, and prospect records.
- Assess current technology and refine practices to ensure maximum efficiency and results and use data to analyze and document fundraising needs and opportunities.
- Embrace other data assessment and integration responsibilities as needed.

#### Minimum Qualifications:

- Knowledge and love of film in all its forms
- Bachelor's Degree from an accredited academic institution
- Minimum 5 years of senior executive level fundraising and development experience with increasing fundraising responsibility and a track record of achievement and demonstrated success, working in a nonprofit organization.
- Excellent presentation, written and verbal communication skills and capabilities and ability to successfully reach and communicate with a diverse range of individuals and organizations is required.
- This role requires expertise in Microsoft Office (Word, Excel, PowerPoint) and donor database programs. High-level experience using digital media, and advanced tools for donor prospecting and research is desired.

MdFF provides a competitive salary and compensation package, including health care benefits and paid time off.

To apply, please send a resume, letter of interest and salary requirements to [jobs@mdfilmfest.com](mailto:jobs@mdfilmfest.com). Applications will be reviewed on a rolling basis, and the position will remain open until filled.

**\*\*The Maryland Film Festival does not discriminate in employment on the basis of race, color, religion, sex (including pregnancy and gender identity), national origin, political affiliation, sexual orientation, marital status, disability, genetic information, age, membership in an employee organization, retaliation, parental status, military service, or other non-merit factor.\*\***

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### **About the Maryland Film Festival and the SNF Parkway Theatre in Baltimore, Maryland**

Located in Baltimore, MD, the MdFF was founded in 1993 as the Producer's Club of Maryland LLC. The organization's mission has always focused in bringing filmmakers, films and audiences together for a variety of film experiences. In 2018 the Maryland Film Festival (MdFF) celebrated 20 years of "Film For Everyone" and the one year anniversary of its new year-round home, the Stavros Niarchos Foundation Parkway, a 1915 Renaissance Revival style movie palace, preserved and expanded to a three-screen film complex, situated in the geographic center of Baltimore. The SNF Parkway serves as a crucial anchor in the revitalization of the Station North Arts and Entertainment District and features a breathtaking auditorium in the original Parkway, two smaller theaters, state-of-the-art projection and sound, ground-floor bar and lounge, and classroom space for film students. Baltimore's newest cultural hub, the SNF Parkway provides year-round film, digital video, and educational offerings, community initiatives, special events, and live music concerts.

The SNF Parkway functions as a multi-disciplinary film, community, and education hub, with a mission to serve a broad public. Unlike any cinema-house in the greater Baltimore region, MdFF is becoming a vibrant, regional nerve center - a civic commons - for great film, dialogue, and innovation.

Since opening, the SNF Parkway has welcomed more than 140,000, and screened 1,000 films, from over 60 countries. MdFF has created a world-class cinema program with films from every era, region, and genre, a focus on supporting emerging filmmakers, and offers audiences a fresh and immersive new window into the art form. Many of the films screened are not offered anywhere else in Baltimore.

For more information about Maryland Film Festival and the SNF Parkway, visit [www.mdfilmfest.com](http://www.mdfilmfest.com)