



Position Title: Director, Sponsorship and Campaign Development - MDC Live!
Reports To: Executive Director, MDC Live!
Department: MDC Live! **Job Code:** 0128
Prepared By/Date: Donna French/10-26-2011 **Job Group:** PEC
Approved By/Date: Lula Rodriguez/01-10-2012 **Salary Grade:** 16
Revised: **FLSA Status:** Exempt

Summary:

This position provides leadership in the areas of sales and development while working closely with the Executive Director to advance program goals in the area of attendance, brand development and fund raising, amongst others.

Essential Duties and Responsibilities:

- Develops sponsorship proposals and materials and solicits program sponsors in conjunction with the Executive Director
- Creates and manages development campaigns including, but not limited to, MDC Live! membership program
- Manages fulfillment of sponsor/donor needs throughout the season
- Develops and enacts models for customer and student feedback, such as surveys
- Maintains visible presence for MDC Live! at all MDC campuses and in the community, through distribution of flyers, posters, etc.
- Creates sales and development plans for MDC Live! events and season in conjunction with Executive Director
- Oversees the development of creative materials including program copy, and ensures timely delivery of ads, flyers, e-mails, etc.
- Collaborates with media relations to develop MDC Live! press releases and to secure media coverage
- Works with marketing to secure print, radio, tv, online and outdoor advertising
- Oversees MDC Live! website and social media outlets such as Facebook
- Performs other duties as assigned

Knowledge, Skills and Abilities:

- Familiarity with the performing arts field and knowledge of best practices in the areas of sales and development
- Possess excellent communication and public speaking skills
- Possess strong writing skills, including ability to write marketing copy
- Possess excellent skills in planning, analysis, and strategic development
- Ability to perform multiple tasks and manage multiple priorities
- Ability to anticipate and avoid future problems, and find solutions for them when they do occur
Ability to meet deadlines and work independently
- Ability to work a flexible schedule that may include evening and weekend assignments
- Ability to work well in a multi-ethnic and multi-cultural environment with students, faculty and staff

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

While performing the duties of this job, the noise level in the work environment is usually quiet.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to stand and reach with hands and arms. The employee is regularly required to use hands to finger, handle, or feel objects, tools, or controls; and talk or hear. The employee is occasionally required to walk and sit.

The employee must occasionally lift and/or move up to 10 pounds.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

Essential Personnel:

Non-Essential

Minimum Requirements:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.

- Master's degree and three (3) years of related experience in building audiences, brand development, budget allocation, contract negotiations and donor solicitations in responsible sales and development roles; or Bachelor's degree and seven (7) years of experience in building audiences, brand development, budget allocation, contract negotiations and donor solicitations in responsible sales and development roles

ACKNOWLEDGEMENT

I have read and acknowledge receipt of a copy of my job description.

Signature

Date

Printed Name