

## The David Brower Center Job Description

Job title: Marketing and Development Director  
Location: Berkeley, California  
Reports to: Executive Director

### **About the David Brower Center**

The David Brower Center, under construction and scheduled to open in May 2009, will be a nationally recognized, permanent home for environmental and social change. Its 50,000 square feet include the Kendeda Gallery, the 180-seat Richard and Rhoda Goldman Theater, meeting and event space, an organic restaurant, and three floors of office space. The Center will create opportunities for connection and inspiration; fostering a society that values interdependence, equity, and nature; and supporting the social sector so it is resilient and flourishing. For more information, please visit [www.browercenter.org](http://www.browercenter.org).

### **Job Summary**

Could you make this job description half as long with twice as much impact?

Are you a brilliant writer who can capture anyone's attention with the right words in the right medium? Can you imagine spending the next eight months running a campaign to launch a new institution – inspiring new donors, renting state-of-the art, green meeting space, and galvanizing a community who will attend art exhibitions, lectures, and films?

This position is responsible for the overall communications strategy for a new cultural, community, and office space in downtown Berkeley. The ideal candidate can hit the ground running to help complete a capital campaign, honor our donors, and develop the language and collateral that draws thousands of people to the Center.

Development responsibilities include helping to secure the remaining \$2.4 million of a \$13.5 million capital campaign; pursuing operating support for exhibitions, grand opening events, and future programs; and assisting with donor stewardship and cultivation. Communications responsibilities include managing a marketing plan from ramp-up through the grand opening – helping to secure rental income and sponsors, create exposure and buzz, and attract participation in public programs.

### **Essential Functions**

#### Marketing and Communications

- Develop and implement a marketing and community development plan for the Center's launch in 2009
- Develop key messages and write copy for all collateral and public communications
- Work with designer and coordinate creation, production, and distribution of all print and electronic collateral, including grand opening materials, newsletters, mass emails, tenant outreach materials, and event invitations
- Support Events Manager to market rentals of meeting and event space
- Maintain annual marketing schedule, including participation in conferences and other advertising opportunities
- Update and manage dynamic website
- Coordinate media relations

#### Development

- Develop and manage strategy to complete capital campaign and secure major gifts
- Create and implement donor stewardship and benefits program, including grand opening materials and events

- Manage institutional fundraising including writing and assembling proposals for foundations, corporations, and sources of government funding
- Research prospective donors and investors
- Plan and attend cultivation events with Events Manager
- Maintain donor database
- Draft correspondence as necessary
- Prepare and implement community campaign

Additional responsibilities and tasks as necessary.

### **Job Requirements and Qualifications**

Experience: Minimum three years as primary project manager in all facets of marketing/communications. Minimum three years experience as a development professional, including proposal writing and completion, management of major donor lists, and support of major gifts solicitation. Capital campaign and/ or nonprofit experience is preferred.

Education: Bachelor's degree required.

Qualifications:

- Exceptional writing, editing, and communication skills
- Meticulous attention to detail
- Ability to work with and appeal to multiple constituencies, from grassroots nonprofits to major donors
- Comfortable working in collaboration, accustomed to receiving feedback on written material and multiple drafts and edits
- Ability to thrive on a small team in a start-up environment
- Experience managing designers and developers for print and web
- Proven ability to manage multiple projects efficiently and simultaneously
- Proven proficiency with Apple computers and Microsoft Office

This is a full-time, salaried position with excellent benefits. The David Brower Center is an equal opportunity employer and is committed to workplace diversity.

### **How to Apply**

Please email a 1) brief cover letter, 2) writing sample, and 3) resumé as a Word document or PDF, with “Marketing and Development Director” in the subject line to: [hr@browercenter.org](mailto:hr@browercenter.org). We are not able to respond to all inquiries.