



Director of Development & Communications

Position Title: Director of Development & Communications

Reports to: Executive Director

Position Classification: 35-40 hours per week. Administrative office hours can be flexible; the position requires 3 days in the office minimum (hybrid), with Wednesday requirement for staff meeting. The remaining 2 days can be worked remotely.

Compensation and Benefits: \$63,000-73,000 per year annually commensurate with experience. The GAI offers employer sponsored health and dental insurance, 13 paid holidays, paid time off (PTO) and sick leave, annual IRA bonus, and free class tuition. The GAI is closed Dec. 24-Jan 1.

Position Overview

This position is approximately 80% development and 20% communications responsibilities. The Development & Communications Director manages all GAI fundraising campaigns, events, and initiatives. GAI's current annual income from fundraising (unearned income) is app. \$350,00, roughly 23% of total annual organizational income. GAI's annual operating budget is \$1.5 million.

The Director of Development and Communications also oversees the continued development and implementation of a strategic communications plan that integrates print, electronic, and social media across various departments. The Director supervises two direct reports, the Communications & Marketing Manager and the Development Coordinator.

The GAI embraces a culture of philanthropy, centered on the belief that the Board of Directors and core staff are all part of the team responsible for raising donor support income. GAI's overall development philosophy centers on building authentic and engaging relationships with donors, primarily individual community members.

The GAI leadership team believes in investing in development by giving staff the tools, resources, and training needed to be successful. GAI has a very well organized and user-friendly database (Bloomerang) that tracks all interactions and communications with members, donors, and volunteers.

Work Environment & Culture

The Germanic-American Institute is in an exciting phase of visioning and growth. The annual operating budget has increased three-fold in the past 10 years and is currently \$1.5 million. The GAI Board of Directors and Staff has set a vision for becoming the premier center for German language and cultural education in the United States. Candidates with a strong background or interest in German culture will find the position especially rewarding.

The Director of Development & Communications position allows for professional development and the strong sense of contributing to the growth and advancement of a leading cultural institute. At the GAI, we believe in and follow the following principles:

- Work-life balance, which includes flexible schedule options, healthy time-off and vacation options
- Stellar service to all organizational stakeholders
- Developing a sense of community among all who engage at the GAI
- Working with staff to hone their strengths and interests and giving them the latitude to be creative in achieving results-oriented success.

Duties and Responsibilities

Development and Fundraising (approximately 80%)

- Work closely with the Executive Director to develop annual fundraising plan, calendar, and budget. Current fundraising profile includes GAI membership, Annual Fund, event/corporate sponsorships, Legacy Society, and special events/campaigns. The areas with greatest potential for growth include major gifts, corporate sponsorship, and foundation grants.
- Execute one major and 2-3 smaller fundraising events per year.
- Recruit and retain donors through defined cultivation strategies.
- Grow sponsor portfolio to support GAI cultural programs and events.
- Draft fundraising communications, including appeals, gift acknowledgments, and donor letters, in coordination with the communications department.
- Supervise and work with the Development Coordinator to ensure proper processing and documentation of all donor gifts.
- Grant prospecting and writing (limited).

Communications (approximately 20%)

- Oversee GAI's strategic communications to enhance GAI visibility, engagement, and advocacy work.
- Supervise and work with Marketing & Communications Manager to create and disseminate appropriate print and electronic messaging and materials, including website, social media campaigns, online advertising, and digital media.

Qualifications

- A minimum of 5 years' professional experience in communications and marketing. Ability to manage and further develop an organization-wide communications plan that integrates print, electronic, and social media.
- Excellent writing and editing skills to prepare or oversee a wide variety of communications content, including donor appeals, press releases, social media content, and other.
- Professional or personal experience in fundraising for non-profits. A strong understanding of how to build and maintain relationships with donors and funders.
- A minimum of 2 years' management experience at the level of a program director. Successful experience providing support and supervision to a staff team.
- Strong organizational skills related to organizing data, creating and following timelines, and detailed plan development. Solid skills in database management.
- An understanding of and connection to German culture, ideally having lived or traveled in Germany, Switzerland or Austria. Basic German language skills very helpful, but not required.
- Self-direction; ability to work independently with support as needed from the Executive Director.

- Schedule flexibility; able to work evenings and weekends for special events and meetings as needed.

Equal Opportunity Employer

The GAI is committed to acknowledging, addressing, and dismantling practices which impede progress. We are actively seeking a diverse pool of candidates and we welcome all applicants regardless of race, color, religion, national origin, sex, age, disability, sexual orientation or ancestry. The Germanic-American Institute is an equal opportunity employer, committed to fostering an inclusive environment. EEO/W/M/Veteran Disability

How to Apply

To express your interest about this opportunity, please email resume and cover letter to Executive Director Jeana Anderson at janderson@gaimn.org. Applications will be reviewed upon receipt, with interviews beginning the week of July 22 and continuing until the position is filled.