



Title: Campaign Director

Reports to: Chair of the Board

Oversees: Assistant and other staff determined by approved budget

Status: Exempt

Effective date: March 1, 2012

Mission: NMSA – Art Institute is a nonprofit organization 501-C (3) whose mission is to assist passionate young artists in developing their full potential through a rigorous mastery arts and academic education.

Purpose of the Campaign Director position: The Campaign Director is responsible for working with, inspiring, and leading the broad community of constituents involved in NMSA to envision and realize a permanent home. This task includes organizing and leading a campaign to raise the necessary funds and overseeing a successful construction project. Communication and consensus building, both with the community at large and with the staff and boards of NMSA, will be key in using this exciting project to build a broad base of statewide support for the School as well as bringing expertise and resources into the School to develop its staff and expand its future capacity. This position will work closely with the Board Chair, Board and Committee Members, Principal, Executive Director, NMSA Business Manager, and Development Director.

Collaboration and Communication

Specific Duties include:

Ensure ongoing and regular communication with the NMSA- Art Institute Board, Executive Director, Principal and Director of Development to ensure that all fundraising, marketing and PR goals and efforts are coordinated so that the organization, its board and staff function with a unified vision;

Include the NMSA Executive Director and Development Director, as much as possible, in the campaign design and fundraising process so that the organization's capacity and its fundraising staff are developed throughout the timeframe of the campaign;

Work with NMSA Board Chair, Principal and Executive Director to design a committee system for fundraising and the building project to ensure that all necessary constituents, including students, are involved where appropriate;

Work with NMSA Board Chair, Principal and Executive Director to understand how much support the current NMSA staff can provide and how collaboration and communication between the current staff and the campaign staff will occur;

Schedule regular meetings with all necessary committees and the community at large including the school community, neighborhood, historic design groups, donors, legislators, city staff and elected officials, alumni and others so that multiple stakeholders are aware of, and approve of, our progress;

Work with members of a Campaign Cabinet, the Board of Directors, the Principal and Executive Director to design a campaign strategy and determine financial goals;

Be a key spokesperson for the organization and the project.

Building

Specific Duties include:

In accordance with the approved committee system identify and convene a Building Committee with experts in the fields of construction, law, school design, and finance;

Work with the Building Committee of NSMA- Art Institute, and other identified necessary constituents to develop a process for picking an architect and contractor;

Work with the NMSA Business Manager and certain members of the building committee, to negotiate and facilitate creating contracts with the architect and the general contractor;

Work with the Principal, Executive Director, NMSA Art Chairs and Academic Faculty, and other identified necessary constituents, including students, to coordinate and complete the facility design phase including detailed programming to ensure that NMSA ends up with a campus that exactly meets its needs;

Ensure that all public school building compliance issues and regulations are met in the program design and that asbestos abatement and other environmental factors have been considered;

Bring programming plans and the associated projected expenses to the NMSA-Art Institute Board for discussion and approval.

In conjunction with the NMSA Business Manager, Principal, and Executive Director, understand the short and long term financial picture including operating and campaign budgets/projections and future programming needs. Bring these budgets to the Finance Committee and the NMSA- Art Institute Board for discussion, review and approval;

Ensure that the architect, builder, and business manager are working together to value engineer the project;

Work with the architect, builder, and business manager to develop budgets and phases

for the build out;

Oversee the development of renderings of the future campus to be shared with donors and the community;

Explore the feasibility of utilizing Historic tax Credits and/or other sources of funding including bonds, at the start of the design process. Manage the process to pursue all ideas;

Work with Business Manager to maintain a cash flow schedule for construction funds;

Work with Business Manager to oversee construction to ensure that the project comes in on budget and on time;

Work with Business Manager, Principal, and Executive Director to ensure that building protocol including, security, insurance, compliance, and staffing needs are in place before moving in.

Fundraising

Specific duties include:

Work with NMSA Board Chair, Executive Director, Director of Development, and other key board members to build the necessary Campaign Committees;

Initiate, track, and be responsible for the campaign strategy, and for all activities associated with the campaign;

Work with the Campaign Committees, the NSMA Boards and staff, to achieve the pre-determined financial goals of the campaign;

Hire, manage, evaluate and fire, if necessary, the needed staff to accomplish the plan;

Oversee the creation of agendas, lead all key Campaign meetings, and ensure that all meetings are appropriately staffed with follow-up and minutes completed in a timely manner;

Oversee the development and implementation of a marketing strategy and materials that include web based and print materials, a groundbreaking event, and participate in other advantageous events and media opportunities;

Oversee the development of fundraising materials including a donor recognition plan that aligns with the building project;

Work with Campaign Committees, Board members, Executive Director and Director of

Development to solicit gifts including the writing of proposals;

Oversee the coordination and tracking of volunteer and staff solicitations;

Work with members of the Campaign Cabinet and Board to determine the extent of the public phase of the campaign and based on that determination hire and oversee the necessary consultants and staff, in accordance with the budget, to implement the plan which might include a broadly focused small donor initiative, events for large groups of people and a community wide opening day celebration.

For more information please contact:

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