



DIRECTOR OF ADVANCEMENT

ByalaSearch LLC is pleased to announce that our firm has been retained by United States Artists to identify candidates for the newly created position of Director of Advancement.

ABOUT UNITED STATES ARTISTS

United States Artists is a national, nonprofit arts funding organization that provides unrestricted money to individual artists working across all disciplines in rural, suburban, Tribal, and urban communities. To date, USA has awarded more than 750 artists with over \$36million of direct support, recognizing the country's most compelling artists in all disciplines including Architecture & Design, Craft, Dance, Film, Media, Music, Theater & Performance, Traditional Arts, Visual Art, and Writing. With this unrestricted award, recipients decide for themselves how to best use the money—whether it is creating new work, paying rent, reducing debt, getting healthcare, or supporting their families. USA works with artists, donors, and other colleagues from all abilities, ages, art practices, ethnicities, genders, geographies, races, and socioeconomic statuses. USA strives to have its staff represent as much of that spectrum as possible.

To make this work possible, USA actively fundraises each year and receives support from a broad range of philanthropic foundations, companies, and individuals committed to cultivating contemporary culture in the United States. Additionally, USA works annually with select nominators, panelists, and its Board of Trustees to determine each year's class of awardees. It is through the intersection of these relationships, and in the spirit of collaboration, that United States Artists is honored to support the country's most compelling artists and cultural practitioners.

Among its recent accomplishments, United States Artists joined a coalition of organizations to provide over \$25 million in pandemic relief to artists throughout the United States. United States Artists is based in Chicago, IL. The current team works remotely and in-person and resides in several states.



PRIMARY ROLE

Reporting to the President and CEO, Judilee Reed, the Director of Advancement will be responsible for initially maintaining and eventually growing diverse revenue streams to achieve the current fundraising goal of raising \$4-6 million annually. The Director will set the vision and implementation of United States Artists' fundraising efforts and strategies as well as raise its organizational profile among a variety of constituents. The Director of Advancement supervises a development team of two and a communications team of four, and works collaboratively with staff across all departments.

POSITION DESCRIPTION

Specific Responsibilities in the following areas include but are not limited to:

- In conjunction with the CEO, develop an overarching brand communications and fundraising strategy;
- Lead USA's overall development efforts, including solicitation of individual donors, grant writing, foundations, corporate support, and producing special events;
- Support the CEO and Board of Trustees in growing and developing the Board for the future;
- Demonstrate the ability and desire to quickly get to know a new organization by communicating with other members of the team;
- Raise the awareness of potential donors about USA's services and programs;
- Strategize with the CEO and Board to develop and manage relationships with the Foundation community locally and nationally, leveraging the strong existing relationships, to help identify and secure significant Foundation multi-year support;
- Create cultivation strategies to sustain and renew long-standing relationships with founding donors of USA and re-engage them in further support of the mission and growth plan for the future;

- Develop relationships with Corporations for sponsorship and direct support;
- Direct the Development team to coordinate across teams in planning and executing Artist Salons and other events, and together with Assembly use them as exclusive opportunities to strategically engage donors and cultivate prospects interested in learning more about USA Fellows;
- Oversee the grant calendar and manage the Development team in writing and submitting proposals and reports for individual and institutional support;
- Make staffing assignments that ensure all Development staff have the tools and the ability to successfully solicit funds to meet USA's general operating and programmatic needs;
- Provide professional development opportunities to Development staff that improve their capacity to meet long-term organizational goals;
- Observe USA's programs, and work with the senior team to identify new audiences and create bespoke communications for them, targeting and inviting donors to participate based on interest;
- Increase the visibility of the USA brand through communications strategies including print and digital publications, the website, social media, and PR;
- Direct the collaboration between the Development Coordinator and Communications team on compelling fundraising materials and helps communicate the external communications strategy as a springboard for fundraising and donor relations;
- Maintain a visible role in the field and public's mind for the important work and accomplishments of USA.

CRITICAL COMPETENCIES FOR SUCCESS

- Ability to develop and implement a coordinated, comprehensive fundraising strategy, bringing along staff and the funding community, that includes individual donors, foundations and corporations while capitalizing on opportunities for support for a broad array of new programs and activities.



- Experience modeling and soliciting 6 and 7 figure gifts and increasing fundraising in all areas in order to support an organization's mission and programs while implementing metrics and accountability standards.
- Track record of elevating an organization's brand and profile for increased awareness among peers as well as to the communities it serves and from which it seeks funds.

IDEAL SKILLS AND EXPERIENCE

- Minimum seven years of leadership experience in a nonprofit advancement role with a proven record of success in meeting annual fundraising goals;
- Effective communicator in written and verbal form, including exceptional interpersonal, networking, and presentation skills;
- Ability to work effectively with an incredibly diverse community;
- Demonstrated leadership skills and experience in successfully managing and developing others;
- Willing to be hands-on in developing and executing a variety of strategies ranging from the internal day-to-day to external long-term strategy;
- Ability to maintain relationships with various stakeholders including staff, Board, artists and program partners;
- A commitment to USA's mission.

OTHER CHARACTERISTICS

The successful candidate will be entrepreneurial with the ability to lead and work in a team environment, partnering with other members of the staff to enhance the fundraising function of United States Artists. The Director of Advancement will be passionate about the opportunities USA offers to the national artist community and will be able to effectively communicate this enthusiasm to peers and funders, thereby expanding USA's relationships.



The placement should work well with others and exercise good judgment in terms of leveraging resources and targeting communications channels and donors. The Director of Advancement will be savvy about forming new partnerships and deepening relationships with existing partners and donors and at ease with collaborating both internally with staff and externally with public entities. The ability to troubleshoot, think creatively, and represent USA effectively are key attributes. The Director will be a team player who understands the dynamics of working within a small, productive staff that is constantly dependent on and accountable to one another. The placement will be confident and know how to enable a team to perform at the highest level and achieve the best possible outcomes. The Director of Advancement will be a sharp, sophisticated leader with a sense of humor who can articulate USA's mission to external audiences and have the strategic capacity to design a fundraising and communications plan to successfully support United States Artists.

COMPENSATION

The compensation for the Director of Advancement is targeted at \$150,000-\$180,000.

KINDLY SEND NOMINATIONS OR EXPRESSIONS OF INTEREST TO:

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