

## **Silver Eye Center for Photography**

**Position Title: Director of Development and Communications**

**Reports To: Executive Director**

**Status: Exempt**

### **Summary**

Silver Eye Center for Photography, Pittsburgh's only nonprofit devoted exclusively to contemporary photography, seeks a **Director of Development and Communications**. Silver Eye promotes the power of contemporary photography as a fine art medium by creating original exhibitions, unique educational programming, and a space for artists to learn, create, and connect through our digital lab and education center, The Lab @ Silver Eye. Our programs are dedicated to supporting the work of emerging, mid-career, and under-recognized artists and sharing that work with our diverse audiences in engaging and meaningful ways, and to supporting the creative growth of our communities through photography. Silver Eye is a highly-respected national and international organization and a vital cultural resource in Pittsburgh. We are a small, passionate team looking for the right team member to drive individual fundraising and engagement.

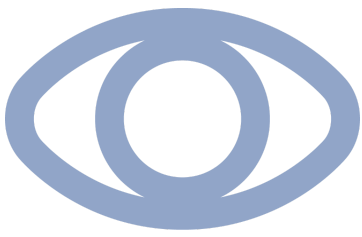
### **Job Description**

The **Director of Development and Communications** works closely with the Executive Director to develop and implement strategies for individual donor engagement and communications and marketing for the organization. As a main point of contact in person and online with the public, this position is responsible for engaging with the public to tell Silver Eye's story and fostering sustained relationships and meaningful experiences for our community and audiences. This position will manage Silver Eye's individual giving programs, marketing, social media, newsletter, and events, and assist the Executive Director with grant support and day to day office administration. The **Director of Development and Communications** will also support the Executive Director and the Deputy Director of Programs in publicizing Silver Eye's exhibitions and educational programming, creating print and online materials, and with long and short term strategic planning.

This is a front of house position, responsible for creating an outstanding gallery experience by welcoming visitors, engaging with them about our program, and answering their questions. This is a high profile, detail-oriented job that requires organization, self-direction, and the ability to handle multiple diverse tasks.

### **Donor Engagement and Fundraising**

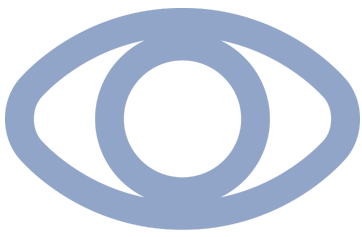
- Grow Silver Eye's income through donor giving.
- Create individual giving and fundraising strategy and programs to meet Silver Eye's fundraising goals alongside the Executive Director, and lead in their implementation and evaluation. Incorporate communications and marketing in this strategy.
- Identify, cultivate, solicit, and steward individual donors, including major gifts, and planned giving.



- Cultivate and nurture relationships with current and potential donors and sponsors in collaboration with Executive Director and staff.
- Organize and create programming for Silver Eye's Photo Club donor circle.
- Produce acknowledgment letters and other donor recognition materials.
- Track and report on membership and fundraising activities, revenue and expenses.
- Assist Executive Director with development of foundation grants and corporate giving and reporting.
- Maintain and update constituent information using Silver Eye's CRM.

### **Communications, Press, & Marketing**

- Create and implement strategies to tell Silver Eye' and Lab @ Silver Eye's story through institutional and program marketing alongside Executive Director and other staff. Prioritize donor and audience engagement in this strategy.
- Responsible for the majority of the external communication.
- Create and distribute press releases, press kits, email marketing, and social media.
- Maintain and update Silver Eye and Lab @ Silver Eye website and social media channels.
- Work alongside Executive Director and Deputy Director of Programs to create print and online publications, postcards, gallery guides, and mailings.
- Maintain media contacts and database; oversee media listings, and respond to inquiries.
- Proof, copy edit, and/or design communications and fundraising materials.
- Track gallery and programming attendance.
- Maintain media and photo archives; coordinate with photographers/designers as needed.
- Assist with events, including reservation lists, ordering supplies, and greeting guests.
- Assist in developing media and event sponsorships.



### **Administration, Front of House, and other responsibilities**

- Welcomes and assists visitors, answers phones, and provides front-line customer service.
- Processes sales and maintains POS systems, including managing gallery sales and bookshop.
- Alongside Executive Director, addresses disability accommodation requests.
- Alongside Executive Director and other staff, manages rentals.
- Provide strategic and logistical support to other staff members.

### **Minimum Education, Skills & Personal Attributes**

- Bachelor's degree in art, art history **or** nonprofit management or equivalent experience.
- One to three years experience working in fundraising with proven results in a small nonprofit organization including leading a campaign.
- Demonstrated experience with communications management and strategy.
- High level of motivation with proven ability to self-direct.
- Ability to work independently and collaboratively on a small team.
- Effective communicator with clear verbal, written communication and presentation skills.
- Warm, friendly manner and strong people skills.
- Passion for contemporary art and photography.
- Strong personal ethos of inclusivity and excited about making art accessible.
- Highly organized and detail oriented, with an eye for accuracy and the ability to meet deadlines.
- Excellent knowledge of Google Docs.
- Experience with InDesign, Illustrator, CRMs, email marketing software.
- Experience managing and cleaning data in spreadsheets.

### **Preferred Skills and Experiences**

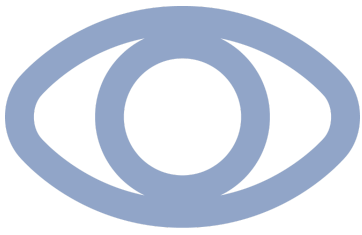
- Experience with Mac operating systems, Photoshop, video editing.
- Experience managing websites and mailing lists.

### **General Requirements**

This position is based in Silver Eye's gallery and is generally 40 hours per week with a 10am-6pm work schedule. Silver Eye often holds events and some weekend and evening hours are required. Some moderate lifting is required.

### **Compensation**

This is a full time position, salary is \$45,000-50,000, depending on experience. This position offers health insurance, paid time off, and an IRA match.

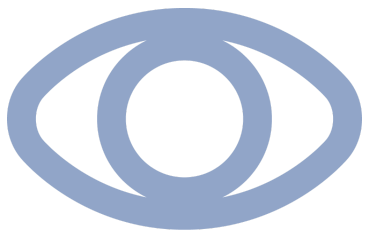


### **Silver Eye is an Equal Opportunity Employer**

Silver Eye is an equal opportunity employer and a collaborative, inclusive, creative-thinking organization that centers trust, colleague input, and opportunity for professional growth. We celebrate diversity, strive for equity, and are committed to creating an inclusive environment for all employees. There are no perfect candidates and Silver Eye is a place where staff are encouraged to learn and grow. However you identify or whatever your path here, please apply if this position inspires you.

### **How to Apply**

Applicants please submit a PDF cover letter and resume and two work references by email with the subject line “Director of Development and Communications” to Leo Hsu, Executive Director: [leo@silvereye.org](mailto:leo@silvereye.org). The application period is open-ended, but applications received by August 9th, 2024 will receive priority consideration.



7/31/24