



# Crowden

*Music changes everything*

## Development Director

**Position:** Development Director  
**Position Status:** Full-time Exempt  
**Reports to:** Executive Director  
**Posted:** March 2021, open until filled

*Crowden is committed to creating a diverse environment and is proud to be an equal opportunity employer. We value an inclusive community of students, parents, faculty and staff, and supporters, celebrating our many differences and uniting in our shared love of music of all kinds and origins. Crowden does not discriminate on the basis of race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status. Applicants from diverse backgrounds are strongly encouraged to apply.*

### Background

Crowden Music Center in Berkeley is a non-profit organization where students come to receive a world-class education with music at its core. Founded in 1983 by Scottish violinist Anne Crowden, today Crowden serves an annual audience of 12,000 with a rich array of workshops, events, and concerts. Each year, more than 1,600 music students of all ages and levels of ability participate in Crowden's private lessons, music classes, ensembles, and summer programs for the general community. Crowden's flagship program is The Crowden School, the first of its kind in the nation: a coeducational day school for grades three through eight that provides a transformative education with chamber music at the heart. Crowden's distinctive educational offerings also include the John Adams Young Composers Program and renowned chamber music programs for both youth and adults. In addition, Crowden is an active center for music rehearsals, performances, and recitals for students and professional musicians. It plays an important role in music education in the greater San Francisco Bay Area.

## Position Summary

The Development Director serves as Crowden's principal fundraising strategist, and is responsible for the development, management, and implementation of a comprehensive fundraising program consistent with Crowden's current needs and long-term goals. This effort includes the oversight of current organizational fundraising needs, as well as strategic long-range planning for organizational growth and development. Crowden's annual income budget is approximately \$3.2 million, of which \$500–\$700K comes in as contributed income through the Development office.

To that end, the Development Director manages staff and volunteers in planning and executing a robust and diverse program of fundraising initiatives, donor relations, and stewardship. The Development Director works with the Executive Director to sustain and grow Crowden's fundraising programs, which include annual fund, major gifts, planned giving, alumni giving, special events (galas, benefit concerts, receptions, anniversary celebrations), capital and other endowment campaigns, and corporate, government, and foundation donors.

This position requires effective interfacing with all segments of the Crowden community in order to support, develop, and expand these efforts. Because Crowden is home to a school community, parents comprise a key constituency and resource, and the Development Director liaises with parent volunteer leadership to coordinate and collaborate with school fundraising and alumni cultivation activities.

The Development Director supervises a staff of two part-time people: a Manager of Grants and Special Events and a Development Associate.

The Development Director provides and champions a fundraising perspective to help the Executive Director, Board of Trustees, Crowden staff and faculty, as well as students and parents, to be effective ambassadors for Crowden.

## Essential Responsibilities and Duties

### *Fundraising*

- Foster and develop good relationships with Crowden constituents, including the Board of Trustees and past/current/future donors.
- Cultivate and strengthen relationships and communications with students and parents of both the day school and the community programs, as well as past parents, alumni, and the wider community.
- Plan, manage, and implement all phases of the Annual Fund campaign; oversee the solicitation and acknowledgement process, budget development and tracking, and the management and maintenance of donor records.

- In partnership with the Executive Director and the Board of Trustees, identify, cultivate, solicit, and steward prospects for major gifts, including endowment and planned gifts.
- Manage Development Department staff, including hiring, supervision, and evaluation.
- Supervise the Manager of Grants and Special Events in the identification and development of corporate, foundation, and government support.
- Direct volunteers to plan and oversee all fundraising events, such as galas, benefit concerts, receptions, Legacy Society events, alumni gatherings, anniversary celebrations, etc.
- Participate in and support special projects and events, liaising with consultants and the Executive Director as needed and assigned.

### ***Budgeting and Planning***

- Develop and recommend appropriate goals for contributed income each year. Develop and manage a plan for achieving those goals and establish a calendar that outlines all fund-raising events and campaigns.
- Develop budgets for each event and campaign; monitor the progress of each, and adjust plans when necessary.

### ***Board of Trustees***

- Attend monthly Board meetings, providing progress reports on fundraising events and activities; provide other reports and statements as requested.
- Support Crowden's Board of Trustees in their fundraising responsibilities, and act as a resource to them in developing best practices.
- Develop Board and volunteer leadership through participation in Development Committee meetings and ongoing donor cultivation efforts; participate in identifying and recruiting new leadership and membership for the Committee.
- Support the Board Nominating Committee by providing a Development perspective on potential new board members.

### ***Publications and Communications***

- Collaborate with the Director of Communications in the production of the semi-annual *Crowden Letter*, Annual Fund campaigns, Crowden's website, and other written and electronic communications with donors, students' families, and the public at large.

### ***Professional and Organizational Development***

- Keep abreast of recent research on fundraising; maintain a collection of current fundraising resource materials.
- Represent Crowden in the local arts and fundraising communities, participating in appropriate professional and networking organizations.

### *Administrative*

- Participate with the administrative team in collaborative efforts, attending regularly scheduled Leadership Team meetings and other meetings as needed.
- Perform other duties as assigned by the Executive Director.

### **Qualifications**

- Passionate about the Crowden Music Center's mission and impact.
- Bachelor's Degree with at least 5 years non-profit fundraising leadership experience, preferably in a Bay Area arts organization.
- Experience managing a staff and operating in a multi-faceted, fast paced work environment.
- Experience planning and implementing significant fundraising events.
- Demonstrated ability to be both a leader and a team player who works effectively with others, is self-motivated and flexible.
- Experience working with a Board of Trustees.
- Experience creating and monitoring budgets and preparing fundraising reports.
- Competency working with Salesforce and other standard computer software programs.
- Interest in and appreciation of classical music.
- Professional demeanor with excellent interpersonal, verbal and written communication skills.
- Good judgment, sense of humor, and ability to develop and maintain effective relationships with donors, prospects, and Crowden community while maintaining appropriate confidentiality.
- Time-management and organizational skills, the ability to multi-task under pressure.
- Ability to work occasional evenings and weekends for meetings and events.
- Experience in a school setting or educational environment helpful.

**Compensation:** Commensurate with experience.

### **To apply:**

Send cover letter and resume to:

Marion Atherton  
Chief Operating Officer  
Crowden Music Center  
1475 Rose Street  
Berkeley, CA 94702  
[matherton@crowden.org](mailto:matherton@crowden.org)

*No phone calls please.*