EmcArts Seeks a Director of Business Development, Online Programs
New Online Programs and Training in Innovation and Adaptive Change
October 2020

SUMMARY OF OPPORTUNITY

We are offering a remarkable opportunity for a creative, motivated self-starter to join a team committed to advancing nonprofit leadership at this pivotal time. The pandemic has made our focus on supporting radical innovation and adaptive change more widely relevant than ever. Building on EmcArts' 15-year track record of success, you will work with us to co-develop, promote and fund new forms of leadership training and adaptive facilitation that are fully digital and accessible world-wide.

EmcArts is recognized as a leading 501c3 service provider to the nonprofit sector, with a unique specialty in building the capacity to advance complex adaptive change. We run well-established programs that are highly regarded in the field. They provide frameworks and practical facilitation that support nonprofit organizations, mainly in the arts and culture field, in adapting to changing conditions and addressing complex challenges. We are now pivoting our programs to be delivered entirely online, and to focus more strongly on training services across the full social sector, applying our distinctive grounding in the arts. We are expanding the scope of online services to include individual leaders, organizations and communities, singly and in cohorts. While the reach will be global, the primary focus will be the United States and Canada.

To advance this new business model and further develop markets for this timely programming, we are seeking a *Director of Business Development* (working title) with experience in successfully promoting and funding online education and training for working practitioners (outside of academic settings). The position is initially offered as an independent contract over 9 months, with the possibility of becoming a salaried job after that. Funds have already been secured to fully underwrite the 9-month contract and to support initial online program delivery.

The Director will design and implement a sustained campaign to identify and pursue target markets for specific programs, raise the visibility of EmcArts' new program platform, and achieve sufficient income to underwrite this new direction through 2022. Specifically:

Identify and pursue target markets for specific programs
  o Analyze potential markets for each program and determine effective ways to reach each target market (e.g., memberships at different levels, program participation fees, cohort-based fees, licensing, direct program funding)
  o Research competitive programs and market reach, in the US and globally
  o Devise first-year program implementation plan (expected number of engagements within each market, income projections)
  o Design, budget, test and execute a resource development plan to engage participants and investors in supporting the available program services, notably across the United States and Canada

Raise the visibility of the new program platform
- o Work with senior EmcArts staff/consultants to finalize the range of program offerings and all relevant price points
- o Work up program descriptions, images, talking points and testimonials to promote the new program platform
- o Design, budget, test and execute a communications campaign to introduce the program platform and its components to the field

Achieve income to underwrite this new direction through 2022
- o Secure memberships, fees, grants and donations (etc) sufficient to underwrite program implementation through 2022
- o Advise on continuing program development and revision as early results emerge

The Director of Business Development will serve as a member of the EmcArts Online Services team. He or she will collaborate with Richard Evans (EmcArts Co-Founder), the full EmcArts team, and previous program participants.

Location: Not restricted (the company is US-based: Winston-Salem, NC)
Fees: Up to $6,000 per month as independent contractor
Initial contract: October/November 2020 through June 2021, with possibility for advancement and permanent position with the company

For more about EmcArts, visit EmcArts.org

EXPERIENCE/SKILLS/CHARACTERISTICS

At least 5 years relevant or related experience in marketing and resource development. Demonstrated success developing new self-sustaining programming in the nonprofit sector.

Specific experience
- Experience with building recognition, enrolment and funding of online learning programs and training courses (professional development or online education)
- Knowledge of or experience with organization development and innovation a plus
- Experience designing, budgeting, testing and executing marketing and development campaigns
- Experience constructing viable implementation plans, including financial modeling
- Experience creating multi-media collateral materials to support campaigns

Skills
- Can develop new markets and close new business (translating into/out of nonprofit language)
- Clear and compelling writing

- Excellent verbal communication
- Effective collaborator
- Knowledge of relevant marketing and development techniques
- Advanced project management skills
- Ability to work effectively as part of a remote team with limited supervision
- Problem-solving abilities
- Desire to become familiar with EmcArts' core methodologies

Characteristics
- Self-starter with drive
- Persistent, tenacious
- Adaptable
- Fast learner
- A connector, a collaborative builder of networks of people

HIRING PROCESS

Applications accepted until **November 16th**. We expect interviews in later November. Start date will be as soon as possible after hiring.

Please send a cover letter, resume and two promotional writing samples as one PDF to Victoria Fulton, Program Manager, EmcArts, at vfulton@emcarts.org. Please include the name of the position to which you are applying in the subject line. Resumes without cover letters will not be accepted.

If you would like to discuss the position with senior EmcArts staff, please write separately to Victoria Fulton and she will set up a meeting.