



DEVELOPMENT & MARKETING SPECIALIST

OVERVIEW

Fractured Atlas is seeking a Development & Marketing Specialist for a newly-created position. The Specialist will be responsible for supporting the Deputy Director and Director of Development with organizational fundraising and institutional and programmatic marketing. Primary areas of responsibility include fundraising and event planning initiatives, donor cultivation and correspondence, and social and traditional marketing and outreach. A large portion of the Specialist's time will be devoted to writing and drafting copy for a variety of media.

The successful candidate will be interested in arts administration as a career rather than just a "day job". Additionally, we seek someone who is committed to helping artists function more effectively as small businesses and believes in the transformative power of technology. The majority of our staff are artists who have chosen to serve our community at large by working here.

MAJOR DUTIES & RESPONSIBILITIES:

Development

- Special event planning and production, including quarterly cultivation events and issue breakfasts
- Manage semi-annual direct mail appeals and micro-campaigns
- Drafts donor correspondence (e.g., Appeal letters, thank you letters)
- Assist with management of institutional and government grant applications and final reports

Marketing

- Draft and distribute monthly press releases
- Contribute weekly posts to the Fractured Atlas blog
- Plan, execute and manage ongoing social media presence and campaigns
- Coordinate and manage promotional pieces, and marketing/press materials distribution

QUALIFICATIONS:

- Bachelor's Degree or equivalent experience. First-hand experience working in an artistic discipline is strongly preferred. Previous experience with sophisticated information technology systems and arts administration is a plus.
- Must be comfortable working in a very fast-paced environment and able to adapt to frequent, rapid changes and exchanges.
- Self-motivated and hyper-organized with the ability to manage responsibilities independently while working with a small, tight-knit staff.
- Excellent verbal and written communication skills, a meticulous attention to detail, and possess creative problem solving skills.
- Strong Internet skills, including knowledge of current Web 2.0/social media tools
- Proficiency with Microsoft Office and experience with web-based software a must. Work with Adobe Creative Suite (PhotoShop, Illustrator, Acrobat) preferred.
- Sense of humor required.



Liberate the Artist

SALARY AND BENEFITS:

Starting salary is \$39,000 with annual bonus and raise opportunities, health insurance, employer-contributed 401K plan, TransitChek, tuition reimbursement, vacation, sick and personal days, and a casual but hard-working, friendly and supportive office environment. Fractured Atlas is an equal opportunity employer.

TO APPLY:

To be considered for the position, please email the items below in one PDF-formatted file with your name as the filename to Tim Cynova, Deputy Director at jobs@fracturedatlas.org. Include "Development/Marketing Specialist" as the email's subject line.

1. A substantive cover letter including the following information: your interest in the position and the organization, what you will bring to the position and Fractured Atlas, why you are the ideal candidate, the date you are available to start, and three professional references.
2. A résumé no longer than (2) pages outlining your educational and professional experience.
3. These two writing samples, each no longer than (1) page each:
 - a. A mock press release announcing the development and release of a brand new food item that will "take the world by storm." Be creative.
 - b. A major donor solicitation letter about this new food item and the need for additional funding to support further development and production.

Incomplete submissions will not be considered nor will submissions sent via postal mail or fax. No calls please (we mean it). Thank you!

Prospective applicants are strongly encouraged to review our website at www.fracturedatlas.org prior to submitting materials for consideration.

POSTING DATE: April 15, 2010. Deadline for submissions is May 15, 2010.

ABOUT FRACTURED ATLAS

Fractured Atlas is the nation's largest non-profit arts service organization with a multi-disciplinary membership of over 11,000 independent artists and arts organizations hailing from all 50 states. Its core service areas include healthcare, fiscal sponsorship, the nation's only arts liability insurance program, professional development, and advocacy. Through the Fractured Atlas Open Arts Network, arts organizations nationwide can partner with Fractured Atlas to provide their nearly 100,000 constituents with access to affordable healthcare and other benefits, at no cost to the partner or its members. In December 2009, with the assistance of The Andrew W. Mellon Foundation and Doris Duke Charitable Foundation, Fractured Atlas began developing ATHENA, an open-source software platform for the cultural sector, beginning with an open-source ticketing software application called ATHENA Tix.