

Position Description

The Rock School for Dance Education

Philadelphia, PA

Development Director

Title	Development Director
Reports to	President and Director
Salaried	Yes
Management	Yes
Exempt	Yes

POSITION OVERVIEW

The Development Director is the primary staff person responsible for the organization's fundraising efforts. The director builds and nurtures relationships with people and organizations, including Board members, customers, and philanthropic organizations, to secure financial support for students, programs, and projects. The Development Director shows exceptional interpersonal and communication skills while also being proficient in current digital technologies and social media trends.

DUTIES AND RESPONSIBILITIES

The primary responsibilities of this position include:

1. Development and implementation of a comprehensive fundraising plan that includes major gifts, corporate and foundation giving, planned giving, and special events. This involves identifying and cultivating major gift prospects, as well as corporate and foundation donors, and planning and executing special events that engage donors and raise funds for the organization. The Development Director must work closely with the President and Director and Board of Trustees to develop fundraising goals and strategies that align with the organization's mission and values.
2. Manage and lead a fundraising team that includes staff and volunteers, providing guidance, training, and support. This includes setting goals and expectations for individual team members, monitoring performance, and providing feedback to ensure that fundraising goals are met or exceeded.
3. Collaborate with the Advancement, Outreach, Registration, and Artistic teams to develop and execute effective donor communications and marketing materials. This involves developing a compelling message that resonates with potential donors, creating donor recognition programs, and crafting targeted appeals that drive donations.
4. Collaborate closely with the President and Director and Board of Trustees to develop fundraising strategies and goals that align with the organization's

mission and values. This involves presenting fundraising plans and performance metrics to the Board of Trustees and working with the President and Director to ensure that fundraising activities are aligned with the organization's overall strategic plan.

5. Monitor and analyze fundraising data to evaluate performance and adjust strategies as needed. This involves tracking donor engagement and retention rates, analyzing revenue streams, and making data-driven decisions that help the organization achieve its fundraising goals.

QUALIFICATIONS

The successful candidate will possess these qualifications:

1. An advanced degree in nonprofit management, business administration, or a related field.
2. A minimum of five (5) years of experience in nonprofit fundraising, including major gifts, corporate and foundation giving, and special events. Experience in planned giving and digital fundraising is a plus.
3. Excellent verbal, written, and editing skills to communicate complex ideas clearly and persuasively.
4. Strong leadership and management skills, with experience managing a team of fundraising professionals and volunteers, including setting goals and expectations, motivating team members, and providing guidance and support as needed.
5. A demonstrated ability to work collaboratively with colleagues, Board members, and volunteers to achieve fundraising goals, including excellent interpersonal skills and the ability to build relationships and work effectively with diverse groups of people.
6. Experience with fundraising software and donor databases such as Raiser's Edge, Salesforce, or DonorPerfect, as well as experience with donor databases and online fundraising platforms.
7. A deep commitment to the mission and values of the organization.
8. Strategic thinking and problem-solving skills to identify challenges and opportunities and develop creative solutions to meet fundraising goals.
9. Flexibility and adaptability to adjust fundraising strategies in response to changing circumstances or unexpected events, and the ability to work under pressure and meet tight deadlines while maintaining a positive and solutions-oriented approach.

SALARY

Starting compensation ranges from \$60,000 to \$70,000 based on experience and education. A competitive benefits package is available to all full-time employees.

The Rock School for Dance Education is committed to recruiting and fostering a diverse community of staff and students and is proud to be an Equal Opportunity Employer. The School prohibits discrimination based on an individual's age, ancestry, citizenship, color, creed, disability, ethnicity, gender identity, marital status, national origin, race, religion, sex, sexual orientation, veteran status, or any other characteristics protected by applicable federal, state or local law. BIPOC individuals, LGBTQ+ individuals, and members of other historically disenfranchised and marginalized populations are strongly encouraged to apply.

ABOUT THE ROCK SCHOOL

Our Mission

The Rock School develops the whole dancer, enabling students to reach the highest standards of technique and artistry in a nurturing, supportive environment that elevates the art form, the dancer, and the audience.

The Rock School for Dance Education is one of the world's finest pre-professional training institutions. Dancers from around the globe have looked to The School for its world-class pre-professional program, featuring exceptional faculty, individual attention, and a nurturing environment. The School's alums have exemplified this success for over 60 years.

Graduates have ascended the ranks of premier dance companies worldwide and on Broadway and London's West End. Rock students continue to receive top honors in the Prix de Lausanne, Youth America Grand Prix, USA International Ballet Competition, Moscow International Ballet Competition, and Berlin Tanzolymp. The faculty includes distinguished dancers, instructors, and choreographers. Today, The Rock School is proud to award annual scholarships of more than \$1.2 million.

American and international boarding students find an inviting, comfortable, and safe home living at The Marine Club dormitory across from The Rock's South Philadelphia location. These resident and commuter students receive dance training and college preparatory academic education as part of their Rock School experience. The Rock-West Chester location serves the region's suburban Mainline communities from West Chester, PA. The two locations collaborate, sharing a unified curriculum, faculty, and joint competition and stage performances. The Rock School operates on a \$5.9 million annual budget.

Our Commitment to the Community

RockReach has engaged K-12 participants from underfunded communities, including Title 1, public, private, and charter schools with few or no art education offerings in Philadelphia and Delaware counties for 22 years. RockReach participants include special needs students and Individualized Education Programs, including students who are non-verbal, have Autism Spectrum Disorder, have mobility impairments, and are

blind or low-sight. RockReach enriches these students' education experience through professional teaching artists who work closely with classroom teachers to understand students' unique needs and encourage them to explore movement and music in new ways. Structured programs are generally offered for 32 or more weeks each year to every student in a single grade in ten partner schools. Upwards of 3,800 students experience The Rock School's *Classic Nutcracker* for free each year through live and virtual presentations. The City Dance program moves RockReach students with interest and aptitude for more formal dance study into the school's professional programming on scholarship. The RockReach program operates on a \$180k annual budget.

Our History

The Rock School for Dance Education is one of the world's finest pre-professional training institutions. Alums have received employment as leading dancers with the world's top dance companies for 60 years.

George Balanchine and Barbara Weisberger established the School of Pennsylvania Ballet in 1963. For the first three decades, the school gained momentum and success as a part of the Pennsylvania Ballet. The institutions separated in 1992 owing to a significant gift from philanthropist and community leader Dr. Milton Rock. Dr. Rock gave the growing school ownership of the Rock Center at 1101 S. Broad Street and a new name, The Shirley Rock School of Pennsylvania Ballet (1986 - 1992). The school was incorporated on November 17, 1992, and received its nonprofit status in 1993, embarking on its journey to world acclaim as The Rock School for Dance Education led by Bojan Spassoff.

Today, The Rock School operates on a \$6 million annual budget with facilities that include The Rock-Philadelphia and a suburban satellite school, The Rock-West Chester. Boarding students find a comfortable home at The Marine Club across from The Rock Center, and many receive both dance and college preparatory academic education at The Rock School.

Graduates have ascended the ranks of premier dance companies worldwide and on Broadway and London's West End. Rock students continue to receive top honors in the Prix de Lausanne, Youth America Grand Prix, World Ballet Competitions, USA International Ballet Competition, Moscow IBC, and Berlin Tanzolymp. The faculty includes distinguished dancers, instructors, and choreographers serving over 1,200 students. Today, The Rock School is proud to award over \$1.2 million in annual scholarships.

Peter Stark succeeded long-time President and Director Bojan Spassoff in 2022, setting the stage for a new era of exceptional dance education.