



DIRECTOR, EXTERNAL RELATIONS, CITY OF ASYLUM

Who we are

By defending and celebrating creative freedom, City of Asylum builds a thriving community of artists, audiences, and neighbors. We provide long-term sanctuary to endangered literary writers exiled under threat of persecution and a welcoming place for under-represented voices and under-served audiences. We foster social equity and cultural exchange through globally diverse arts and humanities programs and economic development by transforming blighted properties into homes for our programs and energizing public spaces.

We do important work locally, nationally, and globally. Founded in the fall of 2004, we have provided sanctuary to seven exiled writers and hosted visiting artists from over 72 countries. Our international peers now deem us “the model for what a City of Asylum can be...expanding the idea of what is possible.” And our neighbors credit us with breaking down barriers of race, gender, and class on the Northside. In 2015 we became the U.S. hub for the International Cities of Refuge Network, charged with first growing our own exiled writer sanctuary program and then replicating our program across the U.S.

Our projects have won an “Innovative Spaces Award” from the MetLife Foundation, a “Space for Change” award from LINC-Ford Foundation, and creating placemaking awards from ArtPlace America and the NEA’s Our Town program.

In January 2017, we opened City of Asylum @ Alphabet City, a \$10.7 million redevelopment of an abandoned Masonic Building, having raised over \$10 million without a public campaign. This is our first permanent home and includes spaces for performances and workshops, a bookstore specializing in translations, a destination quality restaurant, our offices, and 8 income-generating apartments (including 2 affordable). We are now re-developing an abandoned parking garage into a multi-function property. This year we will present over 120 reading, concerts, and films—all free to the public. And we are in the early stage of planning additional capital projects.

We are an energetic, entrepreneurial organization. Alphabet City is part of a planned transition from our founders, who initiated and are committed to helping us build an independent, sustainable organization.

Our annual operating budget is \$1.2 million (excluding commercial operations), with a staff of 10.

Web site: cityofasylum.org

Web magazine: sampsoniaway.org



Job Description: Director of External Relations

The Director of External Relations is responsible for building the financial capacity of City of Asylum. Reporting to the Executive Director and working closely with the Board, this new position is a key position in the organization's transition from its founders. The position oversees a comprehensive year-round local and national fundraising program: It develops, implements, manages and evaluates a comprehensive and strategic fundraising program for annual and capital support that will meet and exceed our contributed income goals. This Director also serves as a representative for City of Asylum in the greater cultural, philanthropic and business communities.

Specific responsibilities include:

- Leads all aspects of the development program, including prospect research, annual fund, corporate and major donor support, foundation and government grants, direct marketing, special events, in-kind contributions, special campaigns, stewardship, and donor relations to support annual operations, capital needs, and special projects.
- Develops overall fundraising strategy, working with the Executive Director and Board Chair to establish annual and long-range goals to meet institutional objectives.
- Develops and manages the development department expense and income budget, with periodic updated projections.
- Cultivates relationships with board members to create opportunities for gifts from board members and their contacts.
- Manages a portfolio of major principal gift prospects. Identifies, cultivates and solicits gifts from major donors, including foundations, corporations, and other private funding sources.
- Creates direct marketing campaigns.
- Develops new income sources such as planned giving, a membership program, and collaborate with others to grow income from our bookstore, private rentals, and restaurant operations.
- Helps develop annual institutional communications and outreach strategy.
- Oversees CRM system donor files and donor communications.

Experience, Skills & Qualifications

- Bachelor's degree required.
- A minimum of five years of demonstrable, successful experience in fundraising, with a record of increasing achievement and responsibility, preferably at an arts or human rights organization.
- Successful experience in a senior leadership position with strategic and budget planning responsibilities, with the ability to define a vision, set goals and strengthen the institution's culture of philanthropy.



- Demonstrated ability to maintain and foster productive relationships with internal and external stakeholders. Ease in meeting and conversing with a wide range of people in varying social and business situations.
- Demonstrated knowledge of and successful experience in donor cultivation and solicitation to secure funds from a variety of sources.
- Ability to plan, organize, and evaluate programs and activities and make recommendations for improvement.
- Understanding of the use of CRM and database management tools in fundraising.
- Exceptional written, oral, interpersonal, and presentation skills.
- An entrepreneurial mindset and high energy, an appetite for both conceptual thinking, and day-to-day discipline.

This position requires some evening and weekend work and occasional travel.

Compensation: The salary and benefits will be competitive with other organizations of comparable stature and size.

Non-discrimination Policy: City of Asylum Pittsburgh is committed to results-oriented management aimed at achieving equal employment opportunity.

We are committed to diversity and support of artists.

Applications and inquiries will be treated confidentially.

To Apply:

Interested candidates are invited to send a resume, cover letter, salary requirements, and names of two professional references to:

Henry Reese
City of Asylum
40 W. North Avenue
Pittsburgh, PA 15212
rhreese@cityofasylumpittsburgh.org

Recommendations of qualified individuals are welcome.