

Co-Executive Director, Membership + Development Strategy

Overview and Shared Duties of Co-Executive Directors

CultureWorks Greater Philadelphia is embarking on an innovative journey with a new co-leadership model, appointing two Co-Executive Directors to lead the organization. This progressive approach is designed to enhance collaboration, diversity of thought, and shared responsibility in leadership. Recognizing the dynamic nature of such a model, each job description is set to undergo a review and refinement process on an annual basis, beginning in January 2025. This review will be conducted with the board's approval and input, ensuring that the roles evolve in alignment with the organization's needs and the insights gained during the initial year of this pioneering leadership structure.

The Co-Executive Directors at CultureWorks Greater Philadelphia share a range of critical duties that necessitate close collaboration and shared vision. These shared responsibilities reflect the organization's commitment to a unified leadership approach, ensuring cohesion in strategic decision-making, organizational representation, and internal culture. By working together in these areas, the Co-Executive Directors will reinforce the organization's values of transparency, equity, and innovation.

Key Shared Responsibilities:

- Organizational Vision, Strategy, and Culture
- Brand Identity and Messaging
- Fundraising and Financial Wellbeing
- Program and Service Development
- Board Engagement & Governance
- Staff Development
- Community Engagement
- Partnerships and Organizational Representation
- Best Practices and Compliance

Primary Duties:

In the organizational structure of CultureWorks Greater Philadelphia, each of the two Co-Executive Directors holds primary responsibility for different critical aspects of the organization, while actively soliciting input from the other co-executive director, staff, board members, and the wider member community. This inclusive approach ensures that decisions are well-rounded and reflective of diverse perspectives.

The areas of primary responsibility for this Co-Executive Director include:

- Member Engagement and Program Management
- Fundraising and Development Strategy
- Program Planning

- Financial Oversight
- Support for Marketing Strategies

In each of these areas, the director's role is to lead, strategize, and execute plans while incorporating feedback and ideas from various organizational stakeholders, ensuring that the decisions made reflect the collective vision and needs of CultureWorks.

Member Engagement:

- **Member Communications and Recruitment:** Oversee all aspects of member communications, actively engage in member recruitment efforts, and enhance member experiences.
- **Member Services:** Develop member-oriented programming and services, tailored to the evolving needs and interests of members.
- **Resource for Fiscal Sponsorship:** Act as a key resource for project directors of fiscally sponsored projects, providing strategic support and guidance.
- **Fiscal Sponsorship Refinement:** Collaborate with the program services team to refine the fiscal sponsorship program, ensuring its effectiveness and ability to report on impact and outcomes.
- **Member Engagement:** Facilitate member development and engagement, creating a roadmap for strategic vision with members at the core. This involves regular reflection, iteration, and adjustments based on learnings and changes in the nonprofit, arts, and funding environment.
- **Relationship Cultivation:** Maintain and cultivate strong relationships, focusing on both members and funding partners. This includes identifying potential new members and developing practices to solicit and incorporate their feedback on program impact and evolution.
- **Trend Analysis and Innovation:** Stay informed about trends in art making, cultural practice, and management. Create opportunities to explore and adopt new ideas that align with the organization's mission.
- **Support Community Operations:** Assist the community operations team with regular communications to project directors, ensuring effective and consistent outreach.

Program Planning:

- **Program Planning and Execution:** Lead the planning and execution of member-driven organizational events, ensuring each aligns with CultureWorks' mission and goals. Oversee all programs, with the exception of the community program series which is targeted towards non-members and managed by the other Co-Executive Director.
- **Program Strategy:** Develop a comprehensive programs strategy, incorporating various program types to enhance member engagement and impact.
- **Feedback and Evaluation:** Establish mechanisms to collect and analyze feedback from program participants and partners. Utilize these insights to continuously improve the effectiveness and appeal of future programs and engagement strategies.

Fundraising and Development Strategy:

- Fundraising Strategy: Create a development plan to generate new sources of contributed revenue, focusing on diverse and sustainable funding streams for both CultureWorks and its member projects.
- Grants and Donations: Manage the grant application process and donation initiatives, providing guidance and support to members for maximizing fundraising opportunities.
- Stakeholder Engagement: Cultivate strong, ongoing relationships with existing and potential donors, sponsors, and funding partners. This includes networking, organizing donor events, and creating compelling fundraising campaigns.
- Revenue Generation Innovations: Explore and implement innovative fundraising methods and channels, adapting to changing trends and opportunities in nonprofit fundraising.
- Board Ambassadorship: Engage the board in participating in and activating their networks to support fundraising initiatives.
- Reporting and Analysis: Regularly analyze and report on fundraising activities, assessing their effectiveness and making data-driven adjustments to strategies.

Financial Oversight:

- Budget Development: Collaborate with staff and board to create a comprehensive organizational budget, ensuring alignment with strategic goals and operational needs. The budget is subject to board approval, reflecting financial prudence and transparency.
- Audit Support: Work in tandem with the Senior Finance Director to facilitate the audit process, ensuring adherence to financial regulations and standards.
- Contract Management: Oversee the management and approval of contracts and payables. This involves scrutinizing financial agreements and ensuring they align with organizational objectives and financial capacity.
- Financial Relationships: Develop and maintain robust relationships with financial partners, including members and funding organizations, to support financial stability and growth.

Support for Marketing Strategies:

- Content Strategy: Collaborate in the development of a content strategy that effectively communicates the organization's key messages and initiatives, based on member feedback and priority needs.
- Copywriting Support: Provide support in copywriting for major announcements and marketing materials. Ensure that all written content is compelling, clear, and consistent with the organization's brand voice.

General Support of Co-Executive Director as needed