



JOB DESCRIPTION

EXECUTIVE DIRECTOR
SANTA MONICA EDUCATION FOUNDATION

SANTA MONICA, CA
(This is an in-office position)

COOK SILVERMAN SEARCH

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ABOUT THE SANTA MONICA EDUCATION FOUNDATION (THE ED FOUNDATION)

The Santa Monica Education Foundation (Ed Foundation) is a 501(c)(3) California non-profit corporation that was established in 1982 in response to devastating federal and state education budget cuts. It was organized by a dedicated group of parents, community leaders, and local business owners to enhance and supplement the curriculum of the Santa Monica-Malibu Unified School District. Since 1982, the organization has evolved to become the centralized fundraising organization that raises over \$2 million dollars annually through an annual giving campaign that provides funding and grants to all twelve public schools in Santa Monica, from elementary through high school.

The Ed Foundation manages three endowments: 1) For Academics Endowment (\$2.3M); 2) For the Arts Endowment (\$3.5M); 3) Peggy Bergmann Arts Endowment (\$3.6M). The Ed Foundation hopes to build a sports endowment in the near future. The organization has an operating budget of \$3.2 million.

The Ed Foundation's mission is to engage the community to invest in a vibrant educational experience for all students in the Santa Monica public schools. Since 1982, donors to the Ed Foundation have funded more than \$23 million in arts and academic programs to students in the Santa Monica Malibu Unified School District (SMMUSD).

For more information, please visit www.smedfoundation.org/.

POSITION OVERVIEW

The Executive Director (E.D.) of the Santa Monica Education Foundation (the Ed Foundation) is responsible for direction, planning and general administrative responsibilities. The E.D. manages the fundraising process including identification, cultivation, solicitation, and stewardship of current and potential donors. The E.D. is responsible for developing a comprehensive advancement program among Santa Monica public school district parents, the community, corporate donors, alumni, and friends of the Santa Monica-Malibu Unified School District (SMMUSD). Additionally, the position is responsible for all fundraising activities including the annual fund, corporate and foundation giving, planned giving, endowment campaigns, and all other fundraising sources for SMMUSD.

This position implements policies and procedures set forth by the Ed Foundation Board of Directors, manages the organization's budget, supervises the staff, and works closely with the SMMUSD Superintendent, the Assistant Superintendent of Educational Services and various other SMMUSD staff members, as needed. This Individual also Interfaces with the School Board, Principals and district leaders of the Parent Teacher Association (PTA). The E.D. must execute their role with sensitivity to and understanding of the diverse academic, socioeconomic, cultural and ethnic backgrounds, and special education that exist in a public school district setting.

REPORTING RELATIONSHIPS

The Executive Director reports directly to the Board of Directors. The position manages a talented team of four, including an Annual Fund/Program Director, a Director of Major Gifts, a Communications/Event Manager (currently an open position), and a Marketing and Communications Associate. There are also two part-time independent contractors - a Bookkeeper and a Database Associate. The position is responsible for working very closely with the Board of Directors and members of various Ed Foundation Committees.

PRIMARY RESPONSIBILITIES

- Oversee a comprehensive fundraising program including identification, cultivation, solicitation, and stewardship of individual annual and major gift donors and prospects, corporate and foundation gifts, planned giving, and events.
- Develop and oversee the annual campaign.
- Oversee the organization's annual fundraising event(s).
- Constantly evaluate and expand individual major giving program.
- Strengthen and grow the planned giving program.
- Coordinate all naming opportunities for SMMUSD physical spaces.
- Oversee financial accounting system of the Foundation's fiscal activities, including audits.
- Manage the Foundation's assets and disbursements, including its various endowments (For the Arts, For Academics, For Athletics, Peggy Bergmann Arts Endowment).
- Work in concert with the Communication/Events Manager and the Marketing and Communications Associate to create strategy and materials for all marketing campaigns.
- Explore/identify passive income streams.
- Work cooperatively and responsively with all segments of SMMUSD and the community at large.
- Attend and serve as a leader at the Superintendent's Advisory Committee meetings, including SMMUSD senior staff and administrators, PTA leaders, and Ed Foundation staff, to prioritize fundraising needs and engage in creative fund development strategies.
- Recruit, nurture, and retain Ed Foundation Board members.
- Hire, supervise, nurture, and provide opportunities for growth of all Ed Foundation staff.
- Related duties and responsibilities as required.

QUALIFICATIONS

- A Bachelor's degree from an accredited institution with major coursework in business, nonprofit administration, marketing, education administration, public relations, and/or related field(s)
- Experience as an Executive Director preferred
- 5-10 years of progressive experience managing comprehensive fundraising programs
- Demonstrated fundraising skills including, but not be limited to, personal solicitation, proposal development, donor strategy development, and management and hands-on experience with special events
- Experience working with educational institutions, particularly public schools, preferred but not required
- Ability to work in a collaborative team environment, which includes working closely with the Superintendent, School Board members, school district staff, Ed Foundation Board members, administrators, key volunteers, parents, teachers, and other critical partners of the organization
- Working knowledge of "moves management" strategies (individual major gifts); knowledge of

fundraising best practices

- Previous success in closing six- and seven- figure gifts
- A proven track record of managing multiple donor relationships, through collaboration with volunteers, peers, and colleagues
- Financial experience including creating and maintaining annual operating budget, ability to stay within budget and monitor expenses
- Excellent communications skills, both oral and written
- Experienced in and skilled at public speaking in front of large groups
- Hands-on knowledge and experience with a fundraising database management software system (CRM – Donor Perfect experience preferred)
- Computer competence in MSWord, Excel, and a variety of database applications
- Diligent and self-motivated, entrepreneurial, flexible, and passionate about working in a mission-driven organization
- Ability to multi-task and detail-oriented while skilled in delegating work, as appropriate
- Comfortable in an “all hands on” work environment
- Willingness to be available for evening and weekend meetings and events
- Diplomatic, with an ability to remain calm under pressure
- Understanding of pertinent federal, state, and local codes, laws, and regulations

SALARY OR SALARY RANGE

The salary range for this position is \$135,000 to \$160,000 (based on relevant experience) plus bonus plan. Benefits include group health insurance and paid vacation leave.

In keeping with our commitment to equity and equal pay for all, Cook Silverman Search posts salary ranges on all job descriptions.

TO APPLY

To apply for this position, or for additional information on the opportunity, please send a copy of your resume with a cover letter to Victoria Silverman at apply@cooksilverman.com.

All applications and inquiries will receive a response and be kept strictly confidential.

The commitment to diversity, equity, and inclusion is central to the fundraising mission of the Santa Monica Education Foundation. In our hiring process, we are committed to building a team with a variety of backgrounds, skills, experiences and views that can further our mission.