Fractured Atlas
Vice President of External Relations

One of the nation’s most influential, cutting-edge non-profit companies serving the business needs of creative professionals seeks a Vice President of External Relations to lead the development of a robust marketing and fundraising plan to continue sustainable growth during a time of organizational expansion.

Fractured Atlas is a non-profit technology company based in New York City that helps artists with the business aspects of their work. Founded in 1998, it has evolved into a vital resource, reaching over 400,000 diverse artists, organizations, and innovators, representing every element of the arts and creative industries nationwide.

Today’s arts and cultural sector is being radically reshaped by technology-driven disintermediation and by the democratization of creativity. Fractured Atlas is at the forefront of this change, building tools and providing thought leadership to help the field navigate the 21st century creative economy. The industry’s most influential leaders turn to Fractured Atlas for guidance on topics ranging from copyright reform to 3D printing to virtual reality storytelling.

Since 2012, Fractured Atlas has employed a robust and deliberate approach to research and development. A formal, internally created R&D framework drives a data-informed model of service delivery, committed to improving the member experience and focused on sustainable growth.

Most of the organization’s 35 staff members are themselves current or former artists, including writers, theater directors, musicians, dancers, illustrators, and more. A first-hand understanding of the challenges that artists face ensures that Fractured Atlas’s technology is always grounded in empathy, and there is always a human behind the tools.

Fractured Atlas’s $25 million budget includes a core operating budget of $5.5 million, which funds a broad portfolio of programs and services. Contributed revenue – currently at $1.5 million annually – primarily provides seed capital for new program development, while $4 million in earned revenue provides a stable foundation for maintaining and growing existing work. Fractured Atlas has garnered the support of a diverse fundraising base, including some of the nation’s more prominent philanthropic organizations.

BASIC FUNCTION

Reporting to the Executive Director, the Vice President of External Relations (VP of External Relations) will provide strategic leadership, entrepreneurial vision and results-driven creativity during a time of organizational development and significant growth. The VP of External Relations will be a member of the executive leadership team and will initially directly oversee four full-time staff: a Director of New Partnerships, Development Manager, Development Associate, and Community Engagement Specialist.

As the first position of its kind to be implemented at the organization, the VP of External Relations will play a leading role in developing a robust marketing, branding and communications strategy to advance Fractured Atlas’s outreach. She or he will effectively communicate its innovative mission, vision and impact to its constituents and the community and develop meaningful, far-reaching partnerships within this network. In 2016 the VP of External Relations will also implement a new fund development and growth plan with the following goals: 1) Continue to increase the roster of foundation supporters, especially with respect to renewable, unrestricted or loosely restricted grants; 2) Develop an overarching case
for support for all Fractured Atlas technology initiatives and ongoing platform enhancements; and 3) Connect with funders in key geographic regions identified as holding the greatest potential for expanding Fractured Atlas’s programmatic reach, especially Chicago and Los Angeles. The majority of funding currently comes from membership dues and program revenue, and this VP will have the goal of tripling and diversifying other forms of contributed revenue from $1.5 million to $5 million within 5 years.

The optimal candidate will be able to cultivate diverse financial resources by working with the Executive Director and Board of Directors to guide a comprehensive fundraising program and simultaneously manage the marketing and development efforts of a major arts and technology organization with precision and creativity. This leader will have substantive experience in business development through marketing and customer service and will be knowledgeable of emergent technologies driving business innovation.

PRIORITIES
Immediate priorities include:

- Thoroughly understand the organization’s history and culture; Board, staff, membership, finances, funding, programs, services, advocacy and policy issue areas;
- Confirm the organization’s audience, and examine its culture of customer service in order to identify elements of what has driven its exponential growth;
- Identify the organization’s critical marketing and branding “gaps” toward understanding the essential components required to develop a high-level external relations and communications strategy;
- Establish collaborative working relationships with the organization’s leaders, staff, and constituencies; foster and sustain a culture of cooperation, trust, communication, mutual support, teamwork and integrity;
- Be the driving force for all diversified, unique and creative fundraising that is pursued in collaboration with Board members and staff; establish personal relationships with individual donors, foundations, government and business funders and key members of the press.

RESPONSIBILITIES
The VP of External Relations will marshal the creative talent of the Board and staff to lead in the following areas:

FUNDRAISING AND PARTNERSHIP BUILDING

- In collaboration with key leadership - create goals, strategies, roles, responsibilities and give/get targets for the Board, Development team and the Executive Management team, in the interest of tripling and diversifying contributed revenue within 5 years;
- Serve as fundraiser-in-chief; drive fundraising solicitations, expand networks and strengthen partnerships, especially with major private donors, businesses, foundations, government, online media and others;
- Support in the development of resources that help connect individuals and organizations in the creative sector to funding streams to advance their work;
COMMUNICATIONS & MARKETING

- Fortify Fractured Atlas’s “voice” and brand identity as a leader, an exceptional service provider who prioritizes its members, and an advocate in the creative sector.
- Develop a communications strategy with measurable outcomes and clear messaging that expands and diversifies the organization’s reach among creative professionals, leaders, partners, press and funders;
- Create original print, multimedia and interactive marketing content that measurably improves the visibility of the organization and effectively communicates the mission of Fractured Atlas and the role it plays among its constituents and as an advocate for creative professionals;
- Cultivate a consistent and present following among creative sector advocates as well as mainstream media through press engagement, releases and online campaigns; position Fractured Atlas as a champion for individuals and organizations actively living an artistic lifestyle, who are making significant contributions to the cultural eco-system;

MANAGEMENT

- Create an accountability program that motivates and mentors a team of independent managers to deliver the highest quality work product, and utilize their own experiences as professionals living active artistic lifestyles toward advancing the organization;
- In conjunction with the Community Engagement Specialist, manage the membership database and extract relevant data toward understanding membership growth potential, while taking inventory of outstanding data needs;
- Build out a data-driven quality control program to ensure that service delivery continues to innovate and informs programmatic, fundraising and communications directions;
- Scale current technologies that are contributing to innovations in the service delivery models that drive the organization’s growth.

IDEAL EXPERIENCE AND PERSONAL CHARACTERISTICS

- Strong executive leadership experience and demonstrated passion for organizations working in and/or around the creative sector; an advanced degree in business, nonprofit administration, marketing or related areas is preferred;
- A track record of securing new funding from diversified funding sources and key results for capacity building fundraising and change management projects;
- Experience managing organizations through periods of intense change that include: development of new and expanded services; new client cohorts; staff training;
- In-depth knowledge of rational workflows and systems; development of a strong, service-oriented business culture; budgeting, planning and controls; quality assurance and success metrics;
- Exceptional communication skills that includes demonstrated expertise in publishing original written content; developing presentations and; membership, press and donor relations management;
• Proven success working with diverse cultures, ages and backgrounds; developing strong relationships; mentoring a highly creative team and working with a non-profit board of directors; emotionally mature with a very good sense of humor and flexibility;

• A mission-driven leader with a demonstrated scholarly interest in the emergent trends within the cultural sector nationally;

• An exceptional strategist who is a strong advocate and “voice” for creative professionals; a “synthesizer” that welcomes varying points of view; responds to opportunities or threats with a keen ability for identifying and pursuing business opportunities aligned with Fractured Atlas’s vision and goals;

• A team-builder with a proven record of garnering support from different levels of leadership including allied organizations, advocates, press and stakeholders, especially in times of major change, and displays sensitivity, tact and responsiveness in multiple situations.

This position offers full time salary, flexible work schedule and a competitive benefits package.

For more information please contact:

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