



JOB DESCRIPTION

CHIEF ADVANCEMENT OFFICER
AMERICAN FILM INSTITUTE

LOS ANGELES, CA

COOK SILVERMAN SEARCH

336 Bon Air Center, Suite 300
Greenbrae, CA 94904

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ABOUT the AMERICAN FILM INSTITUTE (AFI)

Established in 1967, the American Film Institute is the nation's nonprofit organization dedicated to educating and inspiring artists and audiences through initiatives that champion the past, present and future of the moving image.

The **AFI Conservatory** — the Institute's world-renowned filmmaker training program — opened its doors in 1969 to an inaugural class that included Terrence Malick, Caleb Deschanel and Paul Schrader. Today, the Conservatory offers a two-year MFA degree in six disciplines: Cinematography, Directing, Editing, Producing, Production Design and Screenwriting. AFI Fellows learn by doing in a collaborative production environment, creating over 150 films a year. Alumni of this elite program — ranked as the #1 film school in the world by the Hollywood Reporter — include Andrea Arnold, Darren Aronofsky, Ari Aster, Sam Esmail, Brad Falchuk, Carl Franklin, Patty Jenkins, Janusz Kamiński, Matthew Libatique, David Lynch, Melina Matsoukas and Rachel Morrison, among others.

AFI's enduring traditions include the **AFI Life Achievement Award**, which honors the masters for work that has stood the test of time; **AFI AWARDS**, which celebrates the creative ensembles of the most outstanding screen stories of the year; and scholarly efforts such as the **AFI Catalog of Feature Films** and the **AFI Archive** that preserve film history for future generations. AFI exhibition programs include **AFI FEST**, **AFI DOCS** and year-round exhibition at the **AFI Silver Theatre and Cultural Center** in Maryland. Other pioneering programs include workshops aimed at increasing diversity in the storytelling community, including the **AFI Directing Workshop for Women** and the **AFI Cinematography Intensive for Women**. AFI's newest program is **AFI Movie Club**, a daily global engagement for those who love the movies.

For more information, please visit www.afi.com

POSITION OVERVIEW

The Chief Advancement Officer (CAO) is a strategist — a talented storyteller who will be responsible for creating and implementing a multi-year fundraising plan designed to advance the organization financially and provide a sustainable funding base for growth. The CAO will set fundraising goals and objectives; oversee the development of fundraising strategies; track impact metrics and benchmarks; and manage and grow a team focused on individual and major gifts, corporate and foundation giving, strategic partnerships, brand relationships, planned giving, and government grants.

REPORTING RELATIONSHIPS

The CAO reports directly to the President and CEO and manages a talented team of 13 staff including, Strategic Partnerships, Institutional and Individual Giving, AFI Communities and Advancement Services. The CAO will work closely with the AFI Board of Trustees, the AFI National Council, Alumni of the AFI Conservatory, and other volunteers.

PRIMARY RESPONSIBILITIES

- Create and implement a strategic fundraising plan to grow contributed revenue from \$11.8MM to \$30MM by 2025.
- Work with the Board and CEO to develop short and long-term fundraising goals, strategies, and benchmarks to expand funding from existing donors, while also building a strong pipeline of new funders.
- Develop a strategic vision for raising funds with integrated tactics that align with the AFI's strategic plan.
- Execute that vision by attracting and mentoring a talented team and mentoring its fundraising capabilities. Perform ongoing assessment and annual reviews of direct reports in Los Angeles as well as dotted line oversight of the AFI Silver Theatre efforts in Silver Spring, MD.
- Increase national support three-fold by 2025 at the various membership levels by leveraging existing content and creative opportunities for support.

- Mobilize Board members to be successful fundraisers through major donor engagement, solicitation, and stewardship; help recruit, train, coach, and motivate Board members and other volunteers to engage in effective solicitations and other coordinated cultivation/stewardship activities.
- Actively utilize creative storytelling as a vehicle for engaging, cultivating, soliciting, and stewarding donors.
- In partnership with the CEO and CFO, develop and manage fundraising budgets; be accountable for benchmarks related to fundraising and revenue goals; supervise gift accounting and processing, and ensure best practice use of analytics, data, and metrics to forecast and track progress and success of fundraising goals, strategies, and tactics.
- Partner with program directors and staff to ensure efficient flow of communication about key goals and fundraising opportunities. This includes AFI programs including the AFI Conservatory (in active partnership with the Dean), AFI Life Achievement Award, AFI Awards, AFI Festivals and initiatives like the AFI Directing Workshop for Women.
- Collaborate with the Chief Communications Officer to ensure an integrated and compelling approach to communications and marketing strategies to support fundraising outcomes, including events, annual reports, presentations, press releases, newsletters, etc.
- Identify and implement technology platforms that best serve fundraising activities, including maximizing the utility of Tessitura CRM, social media, research, and analytics.
- Develop and maintain best practices to improve revenue projection.
- Participate fully, proactively, and collaboratively with the Executive Leadership Team.
- Provide input on short and long-term strategic and operational planning and positioning within the organization.
- Other duties as assigned.

QUALIFICATIONS

- Minimum 15 years of experience as a senior development officer for a national organization, ideally in the arts and education, with a solid track record of raising a minimum of \$10 million annually across revenue streams through a vast array of strategies and vehicles (e.g., new media, in person solicitations, direct mail, etc).
- Bachelor's degree required, Master's degree and/or advanced fundraising certifications preferred
- A genuine passion for American film, television and digital media and an ability to articulate its importance and relevance orally, in writing and through social media
- Excellent spoken and written communications skills; goal-oriented and close attention to detail
- Master of budgeting in concert with CEO and CFO
- Proven success at managing and implementing a comprehensive fund development program and increasing financial results
- Experience working with organizations with national presence and donor base
- Planned giving knowledge and ability to market, cultivate and solicit and planned gifts including bequests, charitable remainder trusts, gifts of property, stocks, IRAs, and more.
- Experience soliciting seven-figure gifts required
- Ability to "lead through others" and gracefully inspire excellence in them
- Knowledge and experience in all aspects of philanthropy, including giving trends, benchmarks, and best practices; research; fundraising techniques and strategies; data analytics; and development operations such as gift processing, prospect and donor research, and fundraising reporting
- Track record of successfully establishing and nurturing effective working relationships with organization leadership, Board members, donors, prospects, and staff
- Highest ethical standards and respect for confidentiality
- Ability to travel nationally to meet with donors, prospects, and volunteers, and occasionally work nights and weekends, as required
- Knowledge of philanthropic communities who support film, television and digital media strongly preferred
- Prior success in the development and negotiation of high-level gifts and a track record of building relationships and successful solicitation of six- to seven-figure institutional (corporations and foundation) and individual gifts
- Energy, initiative, creativity, and drive; ability to perform at a high level in a fast-paced environment and manage/supervise multiple projects to meet timelines and deadlines
- Experience and comfort with technology including fundraising CRMs (Tessitura experience preferred), Microsoft Office Suite, Google Office Suite, wealth screening tools, and other technology as needed
- Passion for and dedication to the mission of AFI

SALARY OR SALARY RANGE

The salary range for this position is \$225,000 to \$275,000 plus full benefits.

To demonstrate our commitment to equity and equal pay for all, Cook Silverman Search will continue to post salary ranges on all of its job descriptions moving forward. The practice of not posting salaries perpetuates the gender wage gap and discriminates against people of color by causing individuals to negotiate from a disadvantaged starting point.

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.

AFI is an Equal Opportunity Employer.