

# HARRIS RAND LUSK

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## Director of Development The Media Line Job Description

### Background

The Media Line is a nonprofit organization founded in 2000 to help bring the issues in the Middle East to light. Using unbiased, neutral and nuanced reporting, journalists in the region cover events daily reaching millions of news consumers through their robust online presence. As an independent news agency, it gives a voice to countless stories from all sides, making it an invaluable resource for governments, policy makers, and other media outlets. The Media Line provides content that helps drive change by promoting journalistic accuracy and fairness. Its initiatives include The Mideast Press Club; Women in Mideast Media, a women's empowerment program; and a journalism internship program.

The Media Line is poised to expand significantly. As tensions rise in the Middle East, so does the need for unbiased reporting. With a current budget of just over \$1 million, The Media Line is looking for a skilled and proven development professional to be the Director of Development to build upon The Media Line's successes and expand its sphere of influence.

### Position

The Media Line seeks a dynamic and inspiring fundraiser with excellent relationship skills to plan, organize and direct all fundraising with the goal of doubling its income. To achieve this goal, the Director of Development (Director) will lead the diversification of the organization's fundraising portfolio building on current funding relationships (corporate, foundation, government and individual), while cultivating new funders and creating new fundraising campaigns, including major gifts and social media campaigns, as well as special events.

### Specific Responsibilities:

- Lead, develop and implement a development strategy to increase the breadth and depth of foundation, individual, and institutional support
- Create and support a culture of philanthropy that engages executive leadership and the advisory board, fostering a collaborative organization-wide approach to development

- Grow and broaden major, private support and a pipeline of smaller and mid-level donors using effective prospect research
- Develop new markets and areas where the organization is unknown, and create new arenas for fundraising
- Maintain and deepen existing donor relationships through regular cultivation, communication, stewardship, and solicitation
- Develop a balanced funding mix of donor sources and solicitation programs tailored to the needs of the organization that will enable it to attract, retain and motivate new donors
- Create development related marketing materials including foundation and corporate proposals
- Ensure the design and maintenance of donor and prospect records, gift management systems, informational reports, and metrics and performance measures to guide development goals and efforts
- Design and implement cultivation, acknowledgment, and recognition programs
- Be a credible, compelling representative of The Media Line and its mission through persuasive presentations, written communications, and social media

**Qualifications:**

- 3-5 years of fundraising experience, with a track record that includes strong foundation and government grant-writing
- Broad knowledge of the role that media plays in helping to bring issues to the forefront and improve lives
- Expertise in all areas of fundraising, with special strengths in building pipelines for major donors, major gift fundraising, and partnership-building with large foundations
- Ability to learn the details of an organization's substantive work and apply that knowledge in drafting successful fundraising solicitations
- Persuasive written and oral communication skills as well as public presentation skills; compelling frontline fundraiser and storyteller who inspires people to support the mission
- Confident, highly-motivated and entrepreneurial
- Proven relationship building skills, and the ability to renew and grow support from a broad range of constituencies
- Ability to multi-task, prioritize, and learn quickly; able to work on a team or independently as needed
- Commitment to organizational mission
- Detail-oriented, organized, enthusiastic and energetic
- Strong work ethic, able to maintain and model high personal and professional standards

- Successful experience as a partner to senior leadership, senior professionals and the board
- Able to manage complex relationships with outstanding diplomatic, negotiation and ambassadorial skills

For more information about **The Media Line**, visit <http://www.themedialine.org>

Salary ranges from \$100 to \$125,000/year.

**To Apply**

The Media Line has retained the services of Harris Rand Lusk to conduct this search. Inquiries, nominations, and applications may be directed in confidence to:

Jack Lusk, Managing Partner & CEO  
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*Please put **The Media Line** in the subject line of your emailed application*