

Robert McLaughlin Gallery

Position Title: Development Lead

Reports to: Chief Executive Officer

Direct Reports: Outreach and Program Coordinator, Marketing and Social Media Coordinator (2)

Status: Full-time, On-Site/Hybrid

Position Statement

The Robert McLaughlin Gallery is entering a period of strategic renewal focused on financial sustainability, organizational capacity-building, and renewed public value as essential civic cultural infrastructure in Durham Region. To support this work, the Gallery is establishing a new Development Lead role to build and implement the strategies, systems, and policies required for sustainable revenue growth and audience development. We seek a candidate who brings collaborative leadership, sound judgment, and a commitment to reciprocity in public cultural work.

The Development Lead serves as the Gallery's ambassador for philanthropic growth, earned revenue development, and public advertising identity. Working closely with the CEO and Director of Finance, the role designs and implements an integrated revenue and audience-development strategy that advances individual giving, sponsorship, venue-rental growth, corporate membership development, and coordinated advertising initiatives. The position requires an individual with strong interpersonal intelligence, reliability, and ethical fundraising practice who can build durable, reciprocal relationships with donors, artists, community partners, civic leaders, and municipal colleagues. The successful candidate brings market-research and audience-analysis expertise to identify opportunities that align with the Gallery's strategic plan and governance framework.

Reporting directly to the CEO, the Development Lead supervises a Community Engagement and Outreach Coordinator and a Marketing Assistant, providing clear direction, coordinated planning, and professional support to sustain team practices and overall staff well-being. Working in partnership with curatorial, operations, and education departments, the role integrates fundraising and advertising identity into Gallery activity through collaborative planning that supports departmental priorities while strengthening shared outcomes and institutional sustainability.

In partnership with the Board of Directors, the Development Lead prepares regular written and verbal reports on revenue performance, audience development, and advertising impact, and serves as the staff liaison to the Fundraising Committee, guiding members' engagement in donor cultivation, stewardship, and event strategy in accordance with ethical public-sector fundraising standards.

This role is suited to a candidate who values collaboration, understands accountability within a publicly funded cultural organization working in partnership with municipal stakeholders, and is motivated by the Gallery's commitment to artists, community well-being, and long-term civic impact.

Key Responsibilities

Revenue Generation and Membership/Prospect Engagement

- Develop and implement a multi-year revenue strategy with the CEO and Board that aligns with organizational priorities, public funding realities, and defined annual targets.
- Lead major gifts, annual giving, corporate sponsorship, foundation support, membership programs, grants, and campaign initiatives, maintaining a clear prospect pipeline and revenue forecasting model.
- Build and steward reciprocal relationships with donors, sponsors, artists, and community partners through ethical and transparent engagement practices.
- Establish donor recognition, stewardship, and reporting systems consistent with professional fundraising standards and the Gallery's values.
- Maintain and optimize CRM systems and prospect tracking tools to support data-informed fundraising and relationship management.

Venue Rental and Earned Revenue Development

- Oversee venue rental strategy, including pricing models, promotion planning, partnership development, and revenue forecasting.
- Direct the Community Engagement and Outreach Coordinator in implementing bookings, contracts, and client relations.
- Identify new earned-revenue opportunities consistent with the Gallery's mission, facilities, and civic role.

Advertising Identity and Audience Development

- Lead the Gallery's advertising identity strategy across print, digital, and community channels, ensuring coherence between mission, public reputation, and revenue goals.
- Work with the Marketing Assistant, staff teams, and external contractors to plan advertising campaigns that grow attendance, membership, sponsorship value, and community reach.
- Maintain brand integrity across sponsorship recognition, donor materials, venue rental promotion, and public communications.
- Use audience data, market research, and community feedback to refine outreach strategies and expand engagement.

Board Engagement and Reporting

- Prepare regular written and verbal reports to the CEO, Board of Directors, and senior leadership on revenue performance, audience trends, and partnership activity.
- Serve as staff liaison to the Fundraising Committee, guiding Board engagement in donor cultivation, stewardship, and event strategy.
- Support Board members with briefing materials, donor research, and campaign planning consistent with ethical public-sector fundraising practice.

Leadership and Organizational Collaboration

- Foster a Gallery-wide culture of philanthropy, reciprocity, and shared accountability for financial sustainability.
- Supervise and mentor a Community Engagement and Outreach Coordinator and a Marketing Assistant, providing clear priorities, professional guidance, and sustainable workload planning.

- Coordinate with curatorial, education, and operations teams to align programming, partnerships, and advertising initiatives.
- Represent the Gallery at donor meetings, civic events, and community gatherings, acting as an ambassador for the RMG's mission and public value.
- Support Board committees related to development, fundraising, and governance.

Qualifications

- Degree in a relevant field or equivalent professional experience. CFRE designation is an asset.
- Minimum five years of progressively responsible experience in development, sponsorship, or revenue generation, including direct responsibility for meeting fundraising or earned-revenue targets. Experience in arts, culture, nonprofit, or publicly funded organizations preferred.
- Demonstrated success in relationship-based fundraising, major gifts, sponsorship negotiation, and partnership development.
- Strong strategic planning, budgeting, and revenue-forecasting skills, with the ability to analyze audience and donor data to guide decisions.
- Experience using CRM systems for donor tracking and pipeline management (Keela) and project-management tools (Asana), along with strong proficiency in Microsoft Office.
- Experience managing advertising identity or audience-development strategies for public-facing organizations, with evidence of measurable audience or revenue outcomes.
- Experience preparing reports and presentations for Boards of Directors, committees, or senior leadership.
- Demonstrated ability to supervise staff, coordinate cross-department work, and maintain collaborative team environments.
- Knowledge of governance and accountability requirements in independent, publicly funded
- Familiarity with ethical fundraising standards and CRA requirements related to charitable giving and sponsorships.

Professional Competencies

- Exceptional relationship-building skills
- Sound professional judgment and diplomacy
- Strong written and oral communication, including reports, proposals, and presentations.
- High organizational discipline and project-management capacity across multiple revenue streams.
- Commitment to equity, accessibility, and reciprocal community engagement in cultural practice.

Salary and Benefits:

This is a full-time position at 35 hours/week, with a salary range of \$61,000-\$66,000/year. Three weeks of vacation and a health benefits package are also offered.

This is an on-site position at The Robert McLaughlin Gallery in Oshawa. The position's schedule is responsive to the needs of the relationships and events they manage; however, the



organization offers two flexible remote workdays per week; Tuesdays in-office are required to facilitate team cohesion. Occasional evening and weekend work is required for donor events, community activities, and venue rentals. The role involves regular interaction with the public, Board members, artists, and municipal partners.

Equity and Access

The Robert McLaughlin Gallery is committed to equity, accessibility, and reconciliation in our workplace and programs. We welcome applications from equity-seeking groups, including Indigenous, Black, and racialized persons, persons with disabilities, and 2SLGBTQ+ individuals, and from all who reflect the diversity of Oshawa and Durham Region. We are committed to identifying and removing barriers to participation wherever possible. The Gallery provides accommodations throughout the recruitment process and in employment in accordance with the Ontario Human Rights Code. Applicants requiring accommodation are invited to contact us in confidence.

To apply:

Please submit a CV and cover letter outlining your experience and suitability for the position to Alix Voz, CEO. Applications will be reviewed as they are received, and the posting will remain open until April 10.

Email subject line: "Development Lead Application"

Email: accounting@rmg.on.ca