

Friends of Global Market

Manager of Fundraising and Mission Revenue

Position Description

In Support of the Mission of the Midtown Global Market

Position Summary

The Friends of Global Market (FOGM), a newly formed 501c3 (application pending) in support of the mission of the Midtown Global Market, has created the position of “Manager of Fundraising and Mission Revenue.” This position will be responsible for developing and managing the mission-focused revenue-generating arm of the Midtown Global Market.

This position will be offered between 80% FTE and 100% FTE, depending on the successful candidate and other factors, and will report to the board of FOGM. Its office will be in the market offices on the Greenway level of the Midtown Exchange, along with the management team of the market.

Position Purpose

The Midtown Global Market is a year-round indoor public market, local small business incubator, “town square” for the Phillips and other South Minneapolis neighborhoods, and an award-winning destination for both local and national visitors.

The Market features 45 local and highly diverse small businesses, with hundreds of employees, and over 1.5 million people visiting each year. In addition, the Market provides nearly 100 free cultural events and gathering opportunities each year, has a strong presence at the Minnesota State Fair, and is widely covered in the media. It shares the former Sears building on Lake and Chicago with Allina Health Care (owners of the adjacent Abbott Northwestern Hospital) and over 200 apartments and condominiums.

The Midtown Global Market is co-owned by two local nonprofits, the Neighborhood Development Center (NDC) and the Cultural Wellness Center (CWC), who work with the small, diverse business owners in the Market as they launch and grow their businesses. The main “mission-related” activities of the Market are:

1. training, financing and supporting local low-income entrepreneurs
2. activating the market with events, tours, and marketing.

The Manager of Fundraising and Mission Revenue will create and implement a variety of new and on-going efforts to achieve the revenue goal needed to cover the cost of the mission-related expenses of supporting the markets tenants. This mission-focused work requires raising money annually to supplement income provided by rent and other sources. Some of the strategies and activities to accomplish this goal are in place and on-going, while others will need to be developed and implemented.

Responsibilities

Part A - Lead entrepreneurial efforts to earn revenue based on the Market and its various businesses - 45% of time

1. Create and implement a strategy to increase revenue-generating opportunities for the Market, including offsite sales, delivery service, etc.
2. Build relationships with key stakeholders and Market tenants to address those opportunities that increase revenue and knowledge of the Market to the public.
3. Facilitate discussion of evolving market forces and responses needed to align Market's mission.
4. Working closely with Market staff and tenants, implement these opportunities and maintain communication and relationships to ensure quality and impact.

Part B - Lead fundraising efforts focused on individual donors, on-line "friends," corporations and foundations - 45% of time

1. Create and implement annual development and donor communication plan and strategy.
2. Rapidly identify foundations and corporations whose philanthropic principles are aligned with funding opportunities. Build relationships with foundation/corporate funders, write grant applications and otherwise support board leadership in securing grants.
3. Cultivate and nurture relationships with current and potential individual donors. Implement a formal individual donor program, including a monthly membership vehicle for donors and prospecting for major gifts.
4. Train and lead other staff, musicians and performers to communicate the mission and need for Friends of Global Market.
5. Create and implement marketing materials for the Friends of Global Market.
6. Create and implement special events for donors to provide a signature experience.
7. Administrative tasks such as donor data entry and gift acknowledgement.

Part C: Staffing the FOGM Board of Directors - 10% of time

1. Arrange and staff FOGM board meetings.
2. Maintain FOGM records, including board minutes and financial statements.

Experience

The Friends of Global Market Manager of Fundraising and Mission Revenue will have 3-plus years of experience with EITHER OR BOTH of the following:

- successfully raising significant revenue from philanthropic and other sources
- successfully generating significant revenue from an entrepreneurial activity

The Manager of Fundraising and Mission Revenue will be strategic in setting up yearly goals and engaging the necessary resources to meet them, including staff, volunteers, and others.

The person will be a dynamic, self-starter, entrepreneurial, and organized professional with an ability to collaborate closely with the staff of the Midtown Global Market and Neighborhood Development Center. The person will be comfortable with a fast-paced growing function, and be hands-on when needed for success.

Qualifications

1. High energy, positive, “can-do” attitude, flexibility, teamwork, and attention to detail; high degree of initiative.
2. Strong verbal communications skills and demonstrated ability to write clearly and persuasively.
3. Demonstrated ability to think strategically and thorough understanding of strategic development.
4. Strong partnership-building and event planning skills.
5. Good computer skills and knowledge of fundraising software programs (Blackbaud, Donor Perfect and/or Salesforce preferred).
6. A Bachelor’s Degree in business, non-profit management, marketing or related fields is preferred.

To apply

Send cover letter, resume and salary requirements to: HR Department, Neighborhood Development Center, 663 University Ave. W., Suite 200, St. Paul, MN 55104. Or email same to hr@ndc-mn.org.