

# ASPEN • LEADERSHIP • GROUP

## DIRECTOR OF MARKETING AND COMMUNICATIONS HARMONY FOUNDATION INTERNATIONAL

Nashville, Tennessee

<http://harmonyfoundation.org>



The Aspen Leadership Group is proud to partner with Harmony Foundation International in the search for a Director of Marketing and Communications.

Do you love music and the arts? Does a mission of enriching lives through singing and music ring a chord for you? If so, Harmony Foundation International (HFI) invites you to consider the position of Director of Marketing and Communications. This is an outstanding opportunity for the right candidate to work in a proven and growing organization with a compelling mission, a dedicated staff, a committed board, and offices in one of the five “Best Cities in the U.S.”

Harmony Foundation International is seeking a Director of Marketing and Communications to proactively and creatively manage the communications strategies and marketing tactics to deliver their message in a way that supports and influences fundraising efforts, builds donor relations, and favorably impacts other stakeholders of the organization. The Director, as part of the Executive Team, is responsible for day-to-day delivery of all communication strategies to support key initiatives and development projects. This position is based in Nashville, Tennessee and reports to the President and Chief Executive Officer.

HFI is closely affiliated with the Barbershop Harmony Society, the world’s largest male a cappella singing organization. HFI financially supports programs that encourage singing among youth through education for students in middle school, high school, and college; support music educators; and generate and improve networks of singers in adult populations. HFI supports life-long singing for all ages, cultures, and economic backgrounds.

### REPORTING RELATIONSHIPS

The Director of Marketing and Communications will report to the President and CEO.

## PRINCIPAL OPPORTUNITIES

In 2008, Harmony Foundation had contributions of \$900,000. Over the next seven years, an upward trajectory landed contributions at over \$3 million, an increase of well over 250 percent. In 2015, its Legacy of Harmony planned giving program was launched, which had a timeline of 18 months to raise \$5 million in irrevocable commitments. That goal was met in 11 months. These accomplishments were achieved before the addition of HFI's first Director of Communications. Imagine the influence of a long-term communications plan on the Foundation's future. The Foundation believes the Director of Marketing and Communications will *directly* impact the continued growth and launch the excellence of its giving programs to new levels.

Barbershop Harmony Society (the Society) is celebrating close to 80 years of existence and is a fellowship of nearly 22,000 male singers. Currently it has also become a conduit and advocate for music education. It has begun bridging the gap between barbershop harmony and other musical genres, enlisting supporters like Pentatonix, Grammy winners Fairfield Four, and an invitation to participate in Yale's Choral Ecosystem project.

The Foundation is the premiere philanthropic partner of the Society established to support its efforts to preserve and encourage singing, emphasizing the four-part harmony art form. With various fundraising programs, an impending capital campaign, and especially Legacy of Harmony, a new Director of Marketing and Communications will be able to nurture growth to support BHS efforts into perpetuity and continue the mission "to connect people through charitable giving to enrich lives through singing" by communicating this important mission to internal and external constituents. The Director of Marketing and Communications will plan, strategize, and execute the Foundation's communications efforts and outreach vehicles to include direct mail, videos, website, social media, and overall brand presence to enhance and encourage fundraising. While serving as part of the executive team, this is an exciting time to use skills creatively and consistently to raise awareness and dollars.

## ABOUT HARMONY FOUNDATION



Harmony Foundation International recognizes that singing improves lives. The Foundation's mission is to support and share the gift of singing as an extraordinary means of making lives more enjoyable, satisfying and meaningful. Scientific research has identified physical, emotional, and social benefits to singing including increased muscle tone, better posture, increased mental alertness, reduced anger, depression and anxiety, and increased confidence, self-esteem, and well-being. Young singers are generally more engaged socially, less likely to commit crimes and join gangs, do better in school, and are more likely to go to college.

The Foundation supports the work of the Barbershop Harmony Society, the world's largest male a cappella singing organization with approximately 22,000 members in the United States and Canada plus affiliates in nine other countries. The Society is comprised of 800 chapters and more than 1,300 registered barbershop quartets, some of the most loyal, engaged, and passionate singers and donors imaginable, providing service to others through music. Each chapter embraces and performs a cappella music, with the barbershop art form as the root of their existence. The chapter enriches and energizes each member through fellowship, fun and the joy of singing. With their performances and alliances with all other local vocal music groups, chapters are leaders in the musical life of their community, employing and enjoying the same educational opportunities for improvement available to quartets and all singers.

The highest rated quartets and choruses in the country compete at two international conventions hosted by the Society each year. The Midwinter Convention showcases the Youth Chorus Festival, which is largely underwritten by the Foundation, as well as the Seniors Quartet Competition, and the newly introduced Senior Chorus competition. This amazing event merges generational lines and provides an energetic buzz unlike any other. The International Convention, occurring the first week in July, includes a Youth Quartet Competition, a Chorus Competition, and a Quartet Competition, and is attended by 6,000-8,000 barbershoppers, their families, and those who love the style. The Society also produces Harmony University each summer, which provides an opportunity for choruses, quartets, individuals, and music educators to hone their craft. The Foundation makes grants to the Society to fund many of the key programs that encourage life-long singing with an emphasis on funding a) music education for students in middle school, high school and college to develop and advance their love and ability for singing; b) a Youth Chorus Festival which engages high school students in singing in the barbershop style; c) Harmony University; d) music educator support; e) partnership and singing advocacy programs; and f) community singing programs for all ages.

### **PRIMARY RESPONSIBILITIES**

The Director of Marketing and Communications will

- design and manage all marketing efforts;
- work with program staff to create and shape program content for reports that reach key audiences;
- develop and deploy marketing campaigns in collaboration with communications firms (when appropriate);
- oversee creation of all printed materials, including the look and feel of the publications and the creation of the strategic dissemination of these materials;
- create and manage the communication strategy to all donors;
- Serve as point/mission control for both international conventions for HFI - event planning and execution at conventions which includes donor engagement events;
- develop and implement direct-mail strategies, including donor acquisition, and annual fund;
- provide strategy for all online communications activities, including website, e-communications, and blog outreach; and
- grow and strengthen the organization's vision and mission.

## KEY COLLEAGUES



**Perry White, D.M.A.**  
**President and CEO**

Perry White, D.M.A. joined Harmony Foundation International as President and CEO on April 3, 2017. White previously served as the president of Bethel College in North Newton, Kansas, a position he had held since 2010. During that time, his successful track record of leadership includes completing two strategic planning processes, leading a record-breaking fundraising year for the institution, and creating the Center for Nonprofit Leadership and Innovation.

In addition to his experience at Bethel, White has 32 years of experience with administrative focus on strategic planning, staff leadership/professional development, and fundraising. Holding the degree Doctor of Musical Arts in Choral Conducting, his career track ultimately led him to Harmony Foundation where he can combine his love of music and philanthropy.

“I always intended to return to music in some fashion before my working years were through,” White said. “However, I never expected such a perfect fit for my experience in choral music education, fundraising, and organizational leadership to come along this soon. I am thrilled and honored to join the Harmony Foundation team!”



**Carolyn Faulkenberry**  
**Chief Financial Officer and Human Resources Officer**

Carolyn Faulkenberry has served Harmony Foundation since 2008 when she joined the staff as Chief Financial Officer and Human Relations Officer. Faulkenberry has been engaged in financial/accounting work since 1993 and in the nonprofit sector since 2000. She previously served as Vice President of Finance for another nonprofit organization in the Nashville area. In that role, she also served as Chief Human Relations Officer for 90+ employees.



**Marty Monson**  
**CEO and Executive Director, Barbershop Harmony Society**

Born into a musical family and being a second-generation barbershopper, Marty has been involved in singing and/or the music business his entire life. Since assuming the leadership position with the Barbershop Harmony Society in August 2012, Monson has undertaken a long-term process of aligning the Society’s assets—a deeply committed, highly motivated and enthusiastic membership base—with its vision of bringing the joy of harmony singing to people of all ages around the world. His first four years have been spent building effective partnerships with leading music education organizations; energizing the relationship with the philanthropic Harmony Foundation International; harnessing the power of thousands of man hours of volunteers; and placing the Society on a solid financial footing that positions it for significant growth investments. A comprehensive strategic plan encompassing all phases of mission, marketing, technology and philanthropy is now under way by his direction, building on these core assets.

## **CANDIDATE QUALIFICATIONS AND QUALITIES**

The successful candidate for the position of Director of Marketing and Communications will have

- proven experience coordinating and executing communications campaigns, including developing and executing strategies, preparing materials, and promoting programs;
- extensive experience in communication planning and execution for nonprofit organizations, appealing to the heartfelt mission of the nonprofit, and solidifying development efforts in making the case for contributions;
- excellent writing, and public speaking skills;
- ability to craft effective and persuasive oral presentations to the highest level of management or an external audience;
- aptitude for efficient project management
- strong commitment to the arts and music, demonstrating excitement for mission and impact; and
- ability to work with top executives, volunteer leaders, and staff.

A bachelor's or advanced degree in journalism, marketing, or communications is required for this position as is at least five years of experience in communications or marketing, preferably in nonprofit and/or fundraising organizations.

## **SALARY & BENEFITS**

Harmony Foundation International offers a competitive compensation and benefits package.

## **LOCATION**

This position is located in Nashville, Tennessee.

## **APPLICATION DEADLINE**

All applications must be accompanied by a cover letter and résumé. Before submitting your materials, please read them over for accuracy. Review of applications will begin immediately and continue until the successful candidate has been selected.

*To nominate a candidate, please contact Ron Schiller: [ronschiller@aspenleadershipgroup.com](mailto:ronschiller@aspenleadershipgroup.com)*

*All inquiries will be held in confidence.*