



JOB TITLE: DEVELOPMENT MANAGER - ANNUAL FUND
REPORT TO: ASSOCIATE DIRECTOR OF DEVELOPMENT
DEPARTMENT: DEVELOPMENT
JOB CODE: DEVMGAG

FLSA CODE: EXEMPT
PAY TYPE: SALARY
STATUS: FULL-TIME
COMPANY CODE: AFK

JOB DESCRIPTION

JOB PURPOSE

The Annual Fund Manager (AFM) works closely with the Associate Director of Development to develop and implement a comprehensive fundraising plan that identifies, cultivates, solicits, and stewards those donors who support the Annual Fund, and Program-Specific Giving (Humphreys School of Musical Theatre and The River). They ensure all annual fund giving campaigns are professionally executed and uphold the mission, vision, and values of the organization.

The AFM is the primary liaison between marketing and development, participates in Institutional Advancement (IA) efforts, and manages the development portion of IA communications calendar. Works closely with the Manager of Donor Stewardship for the annual roll-out of donor benefits communications (specifically for the North Star through Morning Star member benefits) and manages all donor segmentation/list building. The AFM will manage all direct response efforts to include an annual tele-funding campaign and manages the relationship with the tele-funding vendor.

DUTIES AND RESPONSIBILITIES

- Manage a large portfolio of donors (3-5K households) typically giving under \$5,000 annually, but who together represent more than \$1MM in contributed revenue, annually. Maintain donor listings for this portfolio.
- Manage the TUTS Direct Response program:
 - Plan and Execute campaigns for all TUTS initiatives and programs resulting in highly targeted efforts throughout the year including but not limited to:
 - End of calendar year
 - Subscription renewal
 - End of fiscal year, and
 - All program-specific giving campaigns (River, HSMT, Tommy Tune Awards, etc.)
 - Campaign segmentation, communications calendar planning and scheduling with Marketing and IA
 - Develop general campaign messaging and targeted segment messaging and provide artistic direction for all Annual Fund/Giving Campaign assets
 - Coordinate with Marketing on the deployment of assets via email, direct mail, website, text messaging, and social media
 - Supporting special events and affinity campaigns that target donors in AFM portfolio
 - Provide source codes and communication schedules to Development Operations for gift attribution
 - Manages all donor acquisition efforts, primarily through Tele-funding vendor
- Attends the annual Gala and participate in executing duties as assigned/requested for the success of the event.
- Attend all major stewardship events and receptions to support Development Team and is an active participant in performance duty when the company is in show.

Theatre Under The Stars provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, Theatre Under The Stars complies with applicable state and local laws governing nondiscrimination in employment. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

JOB DESCRIPTION

- Attend meetings of the Board of Directors as needed.
- Manage budget for areas of responsibility.
- Complete other duties as assigned by supervisor and Executive Director.

QUALIFICATIONS

- Minimum 3 years of fundraising experience for performing or visual arts organizations.
- Tessitura Power User
 - Deep knowledge of gift entry
 - Highly skilled in list creation/pulls
 - Experience working within the Tessitura plans module
 - Demonstrated ability to create reports within Tessitura.
 - Understanding of Tessitura Analytics.
- Strong commitment to exemplary customer service and to working with diverse groups in terms of gender expression, race, sexual orientation, religion, ability, age, class, and immigration status.
- Exceptional written communication skills are mandatory with demonstrated ability in creating donor-centered solicitations for both digital and print delivery.
- Ability to solve problems with creativity and efficiency and demonstrates exemplary attention to detail and accuracy.
- Excellent planning and organizational skills with the ability to manage multiple priorities while ensuring work is completed in a timely and productive manner.
- Knowledge of Windows products, including Word and Excel.
- Minimum 3+ years of experience working with print vendors and mail houses.
- Ability to work in a fast-paced environment while maintaining healthy relationships with co-workers
- Ability to maintain confidentiality.
- Ability and commitment to working with diverse groups in terms of gender expression, race, sexual orientation, religion, ability, age, class and immigrant status.

APPLY: https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=4d3a406c-c43d-41d8-885d-8296e38121e2&cclid=9200076949259_2&lang=en_US&jobId=491745

This job description is not intended to provide a complete and comprehensive list of all job duties, requirements, and responsibilities. Instead, it is provided as a general overview of the expectation for the role. My signature below constitutes my understanding of the position and responsibilities related to the position. I am able to perform the essential job functions with or without reasonable accommodation and any current required accommodations have been discussed with my supervisor and Human Resources.

Printed Name

Signature

Date