

Theatre Under The Stars - Annual Fund Manager

JOB PURPOSE: The Annual Fund Manager (AFM) works closely with the Chief Philanthropy Officer and Associate Director of Development to plan and execute a comprehensive annual giving strategy for gifts below \$1,500. This role reports to the Associate Director of Development. This position requires a highly skilled communicator, project manager, and data-informed strategist who can translate artistic impact into compelling donor messaging, manage complex campaign timelines, and use analytics to drive results. The AFM is responsible for identifying, cultivating, soliciting, and stewarding a broad base of donors through integrated, multi-channel campaigns including direct mail, email, and text messaging.

DUTIES AND RESPONSIBILITIES:

Annual Fund Strategy & Campaign Execution

- Manage a portfolio of approximately 7,000 donors and prospects, typically giving under \$1,500 annually, collectively generating more than \$500,000 in contributed revenue
- Develop and execute a comprehensive annual fund plan, including calendar year-end and fiscal year-end campaigns, renewal efforts, and targeted appeals
- Lead end-to-end campaign project management, including:
 - Timeline development, production schedules, and cross-department coordination
 - Vendor management (e.g., mailhouses, digital platforms)
 - Quality control and on-time delivery of all campaign components
- Oversee campaign strategy, including audience segmentation and personalized communication strategies
- Implement strategies to retain, upgrade, and reengage donors within the annual fund pipeline

Writing & Communications

- Create all annual fund communications, including direct mail appeals, emails, digital content, and donor-facing materials
- Translate programmatic and artistic content into clear, compelling, donor-focused narratives that inspire giving
- Ensure consistency of voice, tone, and messaging across all communications
- Collaborate with all departments to identify stories and align storytelling with organizational priorities

Data Analysis

- Track and evaluate key performance indicators to inform strategy and decision-making, including:
 - Donor retention and renewal rates
 - Response rates and revenue by channel
 - Upgrade and reactivation success
- Apply insights to refine segmentation, messaging, and campaign timing
- Maintain accurate donor records, portfolio segmentation, and reporting within Tessitura

Affinity Group Management - Inclusive Arts Society

- Serve as the primary staff liaison for the Inclusive Arts Society
- Manage the full membership lifecycle, including:
 - Prospect identification and recruitment
 - Cultivation and solicitation strategies
 - Stewardship and ongoing engagement
- Plan and execute all membership-related communications and events
- Grow membership and deepen alignment with the organization's mission

Other Duties

- Attend all major stewardship events and receptions to support Philanthropy Team and be an active participant in performance duty for TUTS productions
- Work with all members of the Philanthropy department on departmental projects, campaigns, tasks, and events
- Work with other departments within TUTS on collaborative projects, including guests for stewardship events, developing collateral, etc.
- Build knowledge of internal and external best practices in nonprofit philanthropy by researching and keeping abreast of trends and peer success stories.
- Other duties as assigned

QUALIFICATIONS:

Core Competencies

- 3+ years of fundraising experience, preferably in a performing arts or cultural nonprofit organization.
- Strong knowledge of development principles and best practices, particularly in annual giving, donor lifecycle management, and multi-channel campaigns.
- Exceptional writing and editing skills, with the ability to craft compelling communications across print and digital platforms.

- Strong project management skills, including the ability to manage multiple campaigns, deadlines, and stakeholders simultaneously with a high degree of organization and attention to detail.
- Data-driven mindset, with experience using analytics and donor data to inform strategy, evaluate performance, and refine campaigns.

Technical Skills and Experience

- Experience working with CRM systems; familiarity with Tessitura strongly preferred.
- Proficiency in Microsoft 365 applications, including Word, Excel, and Teams.
- Experience working with print vendors and mail houses.

Professional Skills & Attributes

- Demonstrated ability to exercise discretion, sound judgment, and independent decision-making.
- Strong strategic thinking, analytical, planning, and problem-solving abilities.
- Ability to thrive in a fast-paced, dynamic environment and adapt to competing priorities.
- Proven ability to build and maintain positive relationships with colleagues, volunteers, donors, community partners, and the general public.
- Ability to work in a fast-paced environment while maintaining healthy relationships with co-workers.
- Ability to maintain confidentiality.

Salary Description: \$60,000-\$72,000

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