

	<p><b>Winston-Salem Symphony</b></p> <p><b>Position:</b> <u>Director of Philanthropic Services</u></p> <p><b>Reports To:</b> <u>V.P., Chief Revenue &amp; Patron Relations Officer</u></p> <p><b>Status:</b> <u>Full-time, exempt</u></p> <p><b>Salary:</b> <u>\$50,000 - \$55,000</u></p> <p><b>Date Prepared:</b> <u>October 2022</u></p>
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**Position Summary:**

The Director of Philanthropic Services is responsible for annual fundraising strategies to meet contributed revenue goals from current and prospective individuals, corporations, foundations, and government agencies. As an integral member of the Patron Engagement Team, the Director of Philanthropic Services will identify, engage, cultivate, solicit, and steward current and prospective individual donors in making financial investments in the Symphony. The Director of Philanthropic Services is also responsible for researching, writing and submitting grants to meet or exceed budgeted goals and managing fundraising events.

The Director of Philanthropic Services reports to the Chief Revenue & Patron Relations Officer. This is an in-office or hybrid (in-office/work from home) position with concert/special event duties on some evenings and weekends.

**Accountabilities:**

**Donor Administration**

- Direct all aspects of soliciting donors for the Crescendo Campaign (the Symphony’s annual fund) including monthly renewal mailings, fall and spring acquisition mailings, ticket and subscription donation add-ons, email appeals, donor follow-up calls/correspondence, in-person solicitations, prospect research, and concert appeals.
- Lead the creation of collateral materials to support development efforts (an annual Crescendo Campaign brochure, direct mail solicitation letters and materials, event invitations, sponsorship proposals, and other donor communications) including gathering assets, copywriting, and working with the Marketing and Communications Manager and/or Senior Creative Manager.
- Coordinate webpage updates and social media content related to development efforts in cooperation with the Senior Creative Manager.
- Follow established procedures for monitoring and maintaining donor data in the Symphony’s CRM platform (PatronManager), creating online donation forms, and managing pledges.
- Work with the Patron Services Manager to analyze data and create reports to identify patrons for gift solicitation, calculate appropriate amounts for increased giving asks, determine the timing and amounts for renewal asks, and track annual fundraising progress.
- Plan and execute cultivation and donor events including invitations to observe rehearsals, Conductor’s Club at *Classics Series* concerts, an annual Season Reveal event, and other fundraising/friendraising events.

- Review Fanfare (the Symphony's printed and digital concert program) for accuracy of donor listings.
- Communicate with donors and sponsors about their donor benefits and track the use/distribution of benefits throughout the year.
- Create active strategies to engage patrons with a goal of gaining philanthropic support and converting ticket buyers into donors.

## **Grants**

- Serve as the grants lead for identifying grant-funding opportunities, prospect tracking, and record keeping.
- Initiate grant proposal process by gathering information, collaborating with the Chief Revenue & Patron Relations Officer to determine appropriate projects, and draft initial grant applications.
- Meet proposal deadlines by establishing priorities and target dates for information gathering, proposal writing, review, approval, and transmittal.
- Maintain proficient knowledge of the organization's history and programs.
- Manage grantor expectations, reporting, and paperwork, and serving as liaison to grantors.
- Manage statistical data collection for the Arts Council of Winston-Salem and Forsyth County, the North Carolina Arts Council, the National Endowment for the Arts, and other grantors as necessary.

## **Other Accountabilities**

- Support major gift, planned giving, and sponsorship fundraising efforts by identifying prospects, preparing talking points, and assembling presentations in collaboration with the Chief Revenue & Patron Relations Officer.
- Participate in development planning and budgeting with the Chief Revenue & Patron Relations Officer and the Chief Financial Officer.
- Provide support to the Philanthropy Committee of the Symphony Association Board of Directors including coordination with the Committee Chair and preparation of meeting agendas and meeting handouts as needed.
- Perform other functions as assigned by the President & CEO and the Chief Revenue & Patron Relations Officer.
- Represent the Patron Engagement Team at concerts and events with an eye to donor cultivation and stewardship.

## **Qualifications:**

### **Required**

- Bachelor's degree from an accredited college or university
- Minimum of 3 years of successful non-profit fundraising experience
- Effective verbal and written communication skills, including high-quality presentation skills; experience and credibility when presenting materials to external stakeholders

- Self-motivated and detail-oriented with strong analytic skills.
- Fluency in Microsoft Office 365.
- Track record of organizational excellence and efficient time management.
- Must be committed to advancing diversity, equity, inclusion, and accessibility throughout the Symphony's programs.
- Must be able to work evenings, weekends, and special events.
- Successful completion of a background check.

#### **Preferred**

- Strong proficiency with PatronManager, Salesforce, or comparable CRM (Customer Relationship Management) system with experience extracting, manipulating, and analyzing complex data sets.
- Experience with back-office functions related to gift processing, data entry, reporting, and development analytics.
- A passion for music (all types) and knowledge of orchestral music or the willingness to learn.
- Knowledge of Adobe Creative Suite and basic design skills.

#### **Compensation:**

- \$50,000 to \$55,000, negotiable commensurate with experience
- The Winston-Salem Symphony offers a comprehensive compensation and benefits package including generous paid time off, holidays, and health benefits including medical, dental, vision, life and short & long-term disability insurance.
- Opportunities for professional development

#### **About the Winston-Salem Symphony:**

Established in 1946, the Winston-Salem Symphony (WSS) is one of the oldest and most respected arts organizations in the Southeast. Originally named the "Winston Civic Orchestra," it premiered to a full house in March 1947. Within five years, it was incorporated as a nonprofit organization and over time transformed from "civic" to "professional" status. A volunteer Board of Directors comprised of 35 elected and four ex-officio Directors governs the Winston-Salem Symphony. Merritt Vale serves as President and CEO, leading an administrative team of 12 full-time and 5 part-time personnel. The Symphony's administrative offices recently relocated to a newly remodeled office suite on the 19th floor of Winston Tower.

Over the past 75 years, the Winston-Salem Symphony has grown into a nationally recognized regional orchestra employing 78 professional musicians on a per service basis. The Symphony's *Classics Series* features six concert programs per season, each with Saturday evening and Sunday matinee performances with repertoire including orchestral masterworks, recent compositions and commissions, and outstanding guest soloists from around the world. The Symphony's *Music that Pops Series* concerts are held at the historic Reynolds Auditorium and includes the annual *A Carolina Christmas* concert and programs featuring guest artists from a variety of musical genres. Additionally, the Symphony offers free community and holiday concerts and explores new and welcoming concert formats in unconventional venues with *Symphony Unbound*. When COVID-19 shuttered

concert halls, the WSS went online to inspire the community with innovative streaming collaborations through the *Etherbound* digital film series and the *Stage Pass* streaming subscription program.

As part of its commitment to engaging our community through live orchestral music, the Winston-Salem Symphony is a music education leader in the region and provides a range of opportunities for students. Educational offerings include: the P.L.A.Y. (Piedmont Learning Academy for Youth) Music Program, the Symphony's El Sistema-inspired program that provides underserved students access to string music instruction; four ensembles of the Youth Orchestras Program; chamber music visits to local elementary schools; a full-orchestra concert for local fifth graders; an annual statewide concerto competition for young musicians; and school visits and masterclasses with guest artists.