

## INDIVIDUAL GIVING MANAGER

### Position Overview

Theatreworks Silicon Valley, a TONY Award winning theatre company, seeks an **Individual Giving Manager**. This position fulfills a critical position at TheatreWorks in addition to working with a Development team to ensure that TheatreWorks raises over \$3.5 million in contributed annual revenue while impacting over 100,000 community members throughout the Bay area. The Individual Giving Manager develops and implements strategies to build on the success of the individual giving program (\$1.3 million) and serves as the lead prospect researcher for new donors. The Individual Giving Manager specifically manages the Inner Circle and Friends campaigns (annual gifts ranging from \$9999 and below). These circles of donors collectively contribute \$700,000+ annually via multiple sources and solicitors. Comprised of many diverse households and with multiple interests, managing this campaign requires great attention to detail, expert solicitation management, impeccable cross-departmental collaboration skills, and innovative donor engagement. Finally, the Individual Giving Manager oversees the strategy and implementation of the organization's special annual fundraising campaigns which include Season of Giving, TheatreWorks Birthday, and the PhoneRaiser. Ultimately, the Associate Director impacts success via their ability to analyze and leverage data, employ expert relationship building skills, and manage a comprehensive campaign. The Individual Giving Manager reports to the Associate Director of Development, Individual Giving.

### Key Responsibilities

- Consistently embody the mission and values of TheatreWorks, inspiring colleagues and community members to grow in their passion for the impact of TheatreWorks throughout the Bay area and nation.
- Develop and implement comprehensive fundraising strategies to increase philanthropic support from individuals
- Successfully manage the Inner Circle (IC) campaign (nearly 250 households who give \$1500 - \$9999 annually), setting goals, providing direction for solicitors, and managing events and stewardship programs for all IC members.
- Manage a personal portfolio of 75+ individual supporters from multiple campaigns, inclusive of renewal and acquisition donors.
- Manage donor stewardship for the Friends campaign (annual giving of \$50 - \$1499) including planning and implementing individual recognition programs including events and benefit fulfillment
- Create donor prospect strategies that expand the engagement of BIPOC people, LGBTQ people, young professionals, and artists with TW
- Oversee the IC Committee and leverage their commitment to meet annual fundraising goals

# TheatreWorks

SILICON VALLEY

- Analyze donor data in Tessitura including tracking and reporting on acquisition, upgrade, and retention rates, and adapting future appeals to ensure healthy growth
- Oversee the strategic planning and implementation of TWs' special annual campaigns which include Season of Giving, TWs' Birthday, and the PhoneRaiser.
- Research, test, and implement new fundraising methodology
- Develop an understanding of TWs' programs, initiatives, and needs
- Attend weekly Development team meetings, bi-weekly Admin team meetings, and weekly one-on-one meetings with the Associate Director of Development, Individual Giving.
- Provide exceptional service to donors, specifically IC and Friends members who receive access to unique partnership benefits.
- Maintain excellent relationships with Director of Development, Executive Director, and Artistic Director, providing clear action items, deadlines, and materials.
- Utilize company database (Tessitura) to accurately and efficiently update relevant donor records, including meaningful engagement information and strategic plans for solicitations.
- Support compelling, mission-driven donor events that grow relationships with current and new donors.

## Qualifications

- Demonstrated passion for TheatreWorks' mission and the role of performing arts in society
- Demonstrated success in effective fundraising strategies
- History of effectively managing complex projects, requiring attention to detail and collaboration
- Proven ability to develop and leverage strong relationships with senior leadership team, internal colleagues, board, volunteers, donors and partners from all segments of the community
- Proven ability to inspire others (internal and external) via direct and indirect leadership
- Adopt a flexible working schedule that will include nights and/or weekends
- Demonstrated initiative and ability to handle detailed, complex concepts and problems and present ideas and solutions for meeting goals and overcoming challenges
- Build strong interpersonal relationships and maintain a positive, can-do-attitude with colleagues and Bay Area theatre community members
- Desire to grow professionally with a commitment to increased efficacy as a development leader
- Preferred (but not necessary) knowledge of Silicon Valley and associated organizations, businesses, and individuals
- Willingness to leverage and expertly utilize Tessitura database
- Willingness and ability to travel locally and nationally



- Ability to bring creativity and a unique perspective to this work!
- Bachelor's degree or equivalent required

### **Organization Overview**

Theatreworks Silicon Valley is a \$11 million, LORT B theatre company and is committed to developing new works for the American theatre and has produced 70 world premieres and over 150 U.S. and regional premieres. Our season includes a mainstage series of eight plays and musicals serving approximately 100,000 patrons, a thriving New Works Initiative, and a collection of innovative education programs reaching 15,000 students every year. More information about the company can be found at [www.theatreworks.org](http://www.theatreworks.org).

With a reputation for artistic excellence, innovation, diversity, and integrity, TheatreWorks is Silicon Valley's leading professional nonprofit theatre company. TheatreWorks presents a year-round season of musicals, comedies, and dramas in the Mountain View Center for the Performing Arts and at the Lucie Stern Theatre in Palo Alto.

**TheatreWorks' commitment to producing the highest quality programming is dependent on building a community whose members come from diverse cultures, backgrounds, and life experiences. We join with a growing number of theatres in the movement to ensure that those who have been excluded historically- individuals from racial and ethnic groups, LGBTQ people, people with disabilities, and women - are at the decision-making table, reflected in our programming, and represented on our staff. Black, Indigenous, and People of Color (BIPOC), women, and LGBTQ candidates are strongly encouraged to apply!**

### **Compensation**

- Salary is in mid-\$60k range
- Employee benefits include health insurance, paid vacation and sick leave, and a retirement plan.
- Professional development opportunities

Please email a cover letter and resume to: [search@theatreworks.org](mailto:search@theatreworks.org)

**SUBJECT: Individual Giving Manager**

