

INDIVIDUAL GIVING OFFICER

ABOUT US

The Royal Winnipeg Ballet enriches the human experience by teaching, creating, and performing outstanding dance. Located in the heart of downtown Winnipeg, the RWB plays an integral role in the city's vibrant arts community. Founded in 1939, the RWB holds the double distinction of being Canada's premiere ballet company and the longest continuously operating ballet company in North America. In 1953, the Company received its royal title, the first granted under the reign of Queen Elizabeth II.

The RWB is a leader, renowned for classical ballet and for pushing the boundaries of dance, including through the prestigious RWB School and its Professional and Recreational divisions. A fully integrated company and school, the RWB builds on strengths, challenges conventions, inspires artists, moves audiences, and builds connections locally and globally that unite us all through the universal language of dance.

THE ROLE

The Individual Giving Officer plays a key role in advancing the Royal Winnipeg Ballet's fundraising goals by developing meaningful relationships with donors, implementing strategic fundraising initiatives, and delivering exceptional stewardship experiences. Reporting to the Director of Development, this position manages a portfolio of annual, leadership annual, legacy and emerging major gift donors and prospects, creates compelling donor communications, and works to increase donor engagement, retention, and philanthropic revenue. The Individual Giving Officer works to further increase the RWB's donor base, annual revenue, and legacy gifts by initiating and executing strategies and processes through meetings with donors, direct mail, social media, technology, and special events and experiences.

The successful candidate is an exceptional communicator and relationship builder who is passionate about connecting donors to mission-driven work and creating meaningful experiences that inspire long-term support.

RESPONSIBILITIES

- Manage a portfolio of annual, leadership annual, legacy, and emerging major gift donors and prospects, developing and implementing strategies to cultivate, solicit, retain, and upgrade support.
- Develop, implement, and manage annual Individual appeals to maximize revenue and solicit renewals.
- Build meaningful relationships with individual donors.
- Grow the portfolio of individual donors.
- Track and analyze appeal results, create reports, and suggest recommendations for improvements.
- In collaboration with the Marketing department, produce annual appeal collateral, display and communicate materials including social media posts.
- Monitor revenue and expenses for individual giving activities and identify annual revenue targets for budgeting purposes.
- Identify target markets for direct mail; work with the Development Coordinator to extract data for direct mail lists.
- Together with the Director of Development, identify donors for individualized attention and create cultivation, solicitation, and stewardship plans for these donors, as appropriate.
- Create compelling donor communications, including fundraising appeals, stewardship reports, impact stories, proposals, presentations, acknowledgement letters, planned giving materials, and other donor-facing communications.
- Collaborate with Marketing and colleagues across the organization to identify and communicate stories that demonstrate the impact of donor support and advance fundraising objectives (including quarterly newsletter articles).

- Develop and implement strategies to strengthen and grow the legacy giving program, including identifying and cultivating prospective legacy donors, stewarding existing legacy donors, and promoting planned giving opportunities.
- Identify prospective monthly donors; develop and implement strategies to convert annual donors to monthly donors.
- Lead stewardship efforts, including donor recognition, acknowledgement, reporting, and personalized engagement activities that demonstrate the impact of philanthropy and strengthen long-term donor relationships.
- Develop meaningful opportunities for donors to connect with the Royal Winnipeg Ballet through performances, events, rehearsals, behind-the-scenes experiences, and other mission-focused engagement opportunities.
- Along with Director of Development, manage and steward the RWB Volunteer Committee, including communications, recognition, and assisting with related events.
- Track interactions with donors in the Tessitura database.
- Remain current on fundraising trends and incorporate best practices.
- Support Development activities at Company and School performances and events.
- Other job-related duties as assigned.

WORKING SETTING

The Individual Giving & Stewardship Officer works with standard office equipment and performs computer-based work for extended periods. The position requires frequent communication and relationship-building with donors, volunteers, colleagues, and community stakeholders.

This role involves attending donor meetings, performances, events, and stewardship activities both on and off site. Flexibility is required to accommodate evening and weekend work associated with donor cultivation, fundraising events, performances, and other Royal Winnipeg Ballet activities.

EDUCATION AND QUALIFICATIONS

- Post-secondary education in a related field; an equivalent combination of education and related experience may be considered.
- Minimum three (3) years' direct fundraising experience.
- Familiarity with fundraising databases, CRM systems, or donor management software required; experience with Tessitura is considered an asset.
- Working knowledge of Excel and Word.
- CFRE certification or interest in pursuing sector-relevant credentials is considered an asset.
- Demonstrated project coordination experience desirable.
- Experience and/or interest in the arts and cultural, or charitable sectors an asset.
- Clear Criminal Record and Child Abuse Registry Checks.

SKILLS & SPECIFICATIONS

- Excellent verbal and written communication skills.
- Outstanding interpersonal skills with the ability to work with various stakeholders.
- Ability to maintain confidentiality and demonstrate a high level of professional conduct and discretion.
- Effective and positive team player with the ability to build and maintain positive relationships with various stakeholders.
- Sound initiative, self-motivation, and the ability to work independently.
- Willingness to learn with an adaptability to changing circumstances.
- Impeccable attention to detail while managing multiple deadlines in a timely manner.

- Solid analytical, strategic, and problem-solving skills.
- Strong fundraising judgment, coupled with knowledge of established and ethical fundraising practices and processes.

SALARY: \$55,000 to \$70,000

The Royal Winnipeg Ballet offers a competitive compensation package including:

- Employer-paid health & dental benefits.
- Matching RRSP program.
- Subsidized bus pass.
- Complimentary and discounted tickets to RWB performances.
- Professional development opportunities
- Employee Assistance Program.

HOW TO APPLY

Ready to join our team? Tell us about yourself! Submit your cover letter and resume to peopleservices@rwb.org. While we'd like to connect with each applicant, only those selected for an interview will be contacted.

As part of the Royal Winnipeg Ballet hiring process, successful candidates will be required to submit a satisfactory Criminal Background Check and Child Abuse Registry Check.

The Royal Winnipeg Ballet is committed to an inclusive and diverse environment that values, respects and supports all individuals. We aim to have a workforce representative of the diversity within our community, and welcome and encourage applicants from various backgrounds including women, Indigenous people, racialized people, disabled people, people of all sexual and gender identities and others who may contribute to further diversification endeavors.

The Royal Winnipeg Ballet is committed to providing accessible employment while ensuring our recruitment process is barrier free. Accommodations are available upon request for candidates participating in all aspects of the assessment and selection process. Requests for accommodation can be sent to peopleservices@rwb.org.