



**San Diego
Symphony**

Rafael Payare | Music Director

Job Title: Annual Fund Manager
Supervisor Title: Director of Advancement; Campaign and Major Gifts
FSLA Status: Non-exempt
Salary: \$52,000 DOE

General Summary

The Annual Fund Manager is responsible for working with the Institutional Advancement team to coordinate and execute a strategy for continually increasing the number and long-term donor value of the organization's annual supporters. Meet or exceed the Annual Fund goal of \$1.1 million for fiscal year 2021/2022.

Essential Responsibilities:

Annual Fund Campaigns

- Manage a comprehensive annual fund program designed to broaden the Symphony's donor base and increase overall participation in and financial support of the Annual Fund.
- Oversee all annual fundraising programs including managing a targeted, multi-approach direct mail program, a pro-active personal solicitation program, and administering a calling program.
- Direct and develop the recurring and middle donor groups, including tracking donor acquisition and lapsed renewal, assisting with stewardship activities and working with prospect managers on appropriate solicitation of their prospects.
- Identify annual fund donors and prospects between the \$500 and \$5,000 giving level with a focus on increasing annual gifts. Make recommendations for movement of assigned donors to major gift prospect tracking.
- With guidance from Director of Advancement Campaign and Major Gifts, design and manage revenue and expense budgets and strategies for Individual Giving campaigns.
- Work with the Vice President of Institutional Advancement to establish fundraising goals, objectives, strategies, schedules, and analysis of results for each element of the Annual Fund.
- Work with Institutional Advancement and Marketing staff to coordinate a cohesive annual marketing effort and messaging to increase annual gifts through direct mail, telefunding, and direct solicitations.
- Coordinate, staff and implement annual stewardship events for Annual Fund donors.
- Author messages and content relating to annual giving campaigns in printed, electronic and verbal script materials. Create appeal-specific thank you letters.
- Work with the Associate Director of Advancement Operations to analyze data regarding annual giving programs and past giving trends to provide analyses of program results and to plan for future segmentation.
- Develop and implement the annual fund development calendar (appeals, campaigns, events, activities)
- Manage and set parameters for list generation and segmentation; oversee print, mail and fulfillment timelines with outside vendors.
- Implement monthly membership campaign; work with department leadership to develop strategies and materials for renewal and acquisition; coordinate campaign schedules with subscription renewals; track and analyze patron renewal, acquisition, upgrades, downgrades, and attrition.
- Track donor performance and explore new strategies to maximize revenue.
- Identify and steward the community of supporters, identifying prospects whose profiles indicate the potential for support. Liaise with gift team about patrons with greater potential.
- Participate in BLO cultivation, stewardship, and fundraising events.

Operations

- Enter donor information into database, including name and address, and other highly confidential and sensitive information. Generate gift reports.
- Track and retrieve gift information; answer phone inquiries from donors.

- Update donor records with correct contact information, salutations and recognition.
- Coordinate with department staff to ensure accuracy of gift designations.

Required Knowledge, Skills and Abilities:

- Minimum of Bachelor's Degree or equivalent experience
- Minimum of 3-5 years of experience with increasing levels of responsibility in fundraising
- Knowledge of fundraising strategies
- Strong organizational and administration skills
- Strong writing skills
- Ability to multitask and execute successfully in a fast paced environment
- Basic knowledge of accounting nomenclature and principles
- Ability to work as a collaborative team player
- Proficient in MS Office programs, especially Word, Excel and Outlook
- Customer service and professional communication skills
- Must have a high degree of tact and diplomacy
- Strong communications skills, both written and oral
- Understanding of industry best practices

Preferred Knowledge, Skills and Abilities:

- Experience working in the fundraising department of an Arts non-profit
- Knowledge of Tessitura, Crescendo software

General Requirements:

- Able to sit or stand for long periods of time
- Able to pick up and move a minimum of 20 lbs

Working Conditions:

- Regular, predictable attendance required.
- Normal office working conditions: sitting at a desk and computer terminal for long periods of time, typing and computer work, light to moderate lifting.
- This is a full-time position with benefits, based at the San Diego Symphony. Day, evening and weekend work is required. Overtime is sometimes required.

Job Description Acknowledgement Form

I have received, reviewed and fully understand the requirements, essential functions and duties of the position. I further understand that I am responsible for the satisfactory execution of the essential functions described therein, under any and all conditions as described.

Employee Name _____

Date _____

Employee Signature _____