

**Job Title:** Annual Fund Manager  
**Supervisor Title:** Director, Individual Giving & Campaign  
**FLSA Status:** Non-Exempt

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## **General Summary**

The Annual Fund Manager is a key member of the Institutional Advancement team, responsible for planning and executing strategies to grow the Symphony's base of annual supporters, with a focus on donor acquisition, retention, and upgrades. This position manages annual giving for donations under \$15,000 annually. This position is responsible for increasing the number of donor households and average donation levels. Responsibilities include managing campaigns, donor stewardship, benefit fulfillment, and operational tracking in partnership with colleagues across the department.

## **Essential Duties and Responsibilities:**

### Annual Fund Manager

- 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.
- Develop and implement a strategic annual fund calendar, including appeals, campaigns, events, and other activities.
- Achieve annual goals, stay within budgets, and develop strategies and performance metrics for annual giving outlined by the Vice President of Institutional Advancement and Director of Advancement, Major Gifts and Campaigns.
- Individually and with the Associate Director of Advancement Operations, analyze data regarding annual giving programs and past giving trends to provide analyses of program results and to plan for future strategies to maximize revenue.

### Campaigns and Solicitations

- Lead all general donor giving campaigns, including direct mail, email, telefunding, and personal solicitations.
- Draft campaign materials and seek all necessary approvals for printed and digital appeals, scripts, and acknowledgment letters.
- Serve as the primary liaison with the telefunding vendor.
- Call donors who are due to renew to increase donor retention.
- Set list segmentation and targeting parameters; manage production timelines with vendors and designers.

### Prospecting

- Identify and manage a portfolio of annual fund donors and prospects, especially those giving between \$500 and \$5,000, with a focus on increasing gift size and retention.
- Recommend prospects for moves management into the major gifts pipeline; collaborate with prospect managers on appropriate solicitations.

### Stewardship

- In coordination with the Advancement Operations Manager and Assistant, ensure donors are properly thanked, acknowledged, and informed of their benefits to support meaningful engagement and stewardship.
- Coordinate with the Special Events Manager to execute all General Donor benefit events, ensuring benefits are fulfilled in alignment with giving levels and program goals.
- Oversee logistics for donor events, including invitations, guest lists, RSVPs, event setup, internal communications, and on-site execution.

### Operations

- Maintain accurate donor records in the CRM, including contact updates, salutations, recognition preferences, and communication summaries.

- Retrieve and track gift information by answering donor inquiries via phone, email, and mail.
- Coordinate with department staff to ensure accuracy of gift designations.
- Coordinate with the Associate Director of Advancement Operations to prepare targeted lists of donors, prospects, and other key constituents for data analysis, event invitations, and various strategic initiatives.

#### **Required Knowledge, Skills and Abilities:**

- Minimum of Bachelor's degree or equivalent experience.
- Minimum of 2-3 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.
- CFRE appreciated but not required.
- Knowledge of Tessitura, WordFly, iWave (a.k.a. Kinship), and Microsoft Forms.

#### **General Requirements:**

- Able to sit or stand for long periods of time.
- Able to pick up and move a minimum of 25 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.
- Day, evening and weekend work is required. Overtime is sometimes required.

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#### **Pay Range:**

\$29.81/hour - \$31.25/hour

#### **Benefits:**

Health, dental and vision insurance; life, AD&D, and long-and short-term disability insurance; FSA; paid sick days, vacation days and holidays; 401(k) plan.

The San Diego Symphony provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. We are committed to being a workplace in which every employee has equitable opportunities and support, and experiences a sense of belonging. Individuals with diverse backgrounds, identities, and experiences are encouraged to apply.