

## **Assistant Manager, Annual Giving**

### **DEPARTMENT:**

The development department builds key strategic relationships with our philanthropic community to raise critical funds for Segerstrom Center for the Arts, a non-profit organization. We work closely with individuals, corporations, and foundations to make the renowned, life-changing work we do possible, raising more than \$14 million annually. Segerstrom Center for the Arts was built through philanthropy, and it is at the core of our vision for becoming the model of the successful performing arts center of the future.

### **JOB SUMMARY:**

The Assistant Manager, Annual Giving is a key driver of fundraising success at Segerstrom Center for the Arts, playing a crucial role in managing and growing the Friends of the Center membership program and securing donations of \$75-\$2,499. With an annual goal of \$1 million in contributions from nearly 4,000 members, this position is responsible for executing data-driven strategies and implementing moves management to increase donor acquisition, retention, and engagement. The role involves strategic planning, leading multi-channel fundraising campaigns, donor stewardship, and event management to acquire and retain Friends-level donors, and cultivate lasting relationships with supporters.

Reporting to the Associate Director, Individual Giving, the Assistant Manager will work closely with the Development team, as well as the Manager, Calling Center and Marketing Department, to implement innovative annual fund campaigns that inspire philanthropy and deepen donor impact.

### **JOB DUTIES\*:**

- Develop and implement a comprehensive fundraising and communication strategy designed to promote and grow the Friends of the Center membership program (by acquiring and retaining donors who give between \$75-\$2,499) at Segerstrom Center for the Arts; Work to broaden awareness and increase the visibility of our program across relevant audiences.
- Lead multi-channel donor acquisition and renewal campaigns across direct mail, email, SMS, and tele-funding.
- In collaboration with Development Operations leverage data insights from Tessitura and build targeted prospect lists to identify, cultivate, and engage new and existing donors.
- Collaborate with the Manager, Calling Center to build a pipeline through lead generation and campaign strategies for tele-funding campaigns.
- Oversee donor stewardship and benefit fulfillment, ensuring Friends members receive timely acknowledgments, special experiences, and impact reports that reinforce their support's value.
- Set annual Friends of the Center budgets, quarterly projections, and revenue goals with guidance from the Associate Director, Individual Giving.
- Manage all Friends of the Center member events (approximately 5 per year), with support from the Special Events team, including event strategy and logistics, invitation list, budget management, and event execution.
- Collaborate with the Marketing team to integrate Friends of the Center messaging into subscription materials, newsletters, email campaigns, social media, and other marketing touchpoints.
- Collaborate with Planned Giving team on joint direct mail opportunities.

- Plan and execute external fundraising and community building and outreach events on occasion as opportunities arise.
- Collaborate with Development Operations on best practices to analyze fundraising performance metrics, donor acquisition and retention strategies.

*\*- Other duties may be assigned by the supervisor in support of departmental goals*

#### **REQUIREMENTS\*:**

- Bachelor's degree.
- Three plus years of experience in fundraising, annual giving, membership programs, or donor engagement.
- Strong understanding of fundraising principles, donor cultivation, and membership marketing strategies.
- Experience managing multi-channel fundraising campaigns (direct mail, email, digital, tele-funding).
- Strong computer aptitude with Microsoft Office, Slack, and donor databases.
- Familiarity with Tessitura is a plus.
- Experience or knowledge of the performing arts is a plus.

*\* - Consistent with its obligations under the law, Segerstrom Center for the Arts will provide reasonable accommodation to any employee with a disability who requires accommodation to perform essential functions of their job*

#### **COMPETENCIES:**

- Excellent oral and written communication skills.
- Strong organizational and problem-solving skills.
- Ability to manage and prioritize multiple simultaneous projects in a fast-paced environment while adhering to deadlines and collaborating with people at all levels of the organization.
- Strong critical thinking and data analysis skills.
- Strong initiative, self-confidence, creativity, and entrepreneurial skills, who enjoys working independently and as a self-starter.
- Well-organized, able to plan and manage strategically yet have sufficient focus on details to assure effective implementation and follow-through.
- An innate ability to inspire those working with them toward accomplishing common objectives and goals.
- A personable, positive, and diplomatic individual with integrity and a sense of humor, who works effectively with a variety of stakeholders.
- Adaptable; excels in a fast-paced working environment and welcomes challenges.
- Ability to maintain discretion and confidentiality when working with personal and financial donor information.
- Genuine interest in the arts who understands and supports the Center's mission with a natural ability to articulate this mission to others.

#### **PHYSICAL DEMANDS:**

- Frequently perform desk-based computer tasks, use telephone, and writing by hand.
- Routine walking/standing.

- Occasionally lift/carry objects weighing up to twenty (20) pounds.
- This job's specific vision abilities include close vision, distance vision, and the ability to adjust focus.

**WORK CONDITIONS:**

- Hybrid work schedule – one remote workday per week.
- Weekend work may occasionally be required to support events/performances
- An indoor office environment with minimal noise distractions

**COMPENSATION/BENEFITS:**

- Salary Range: \$25.96 – \$31.25 per hour; Full Time, Non-Exempt.
- 403B with match after probationary period
- Core Benefits + Supplemental benefits
- Time Off (Vacation, Sick, Personal, Company Holidays, Early Release)
- Public Service Loan Forgiveness (PSLF) qualified employer
- Comp and discounted show tickets

*EEO-1 Statement: Seegerstrom is an equal opportunity employer to all, regardless of age, ancestry, association with a member of a protected class, bereavement leave, color, disability (physical, intellectual/developmental, or mental health/psychiatric.), exercising the right to family care and medical leave related to serious health condition of employee or family member, child bonding, or military exigencies, engaging in protected activity, gender identity or expression, genetic information or characteristic, marital status, medical condition (cancer or genetic characteristic), military and veteran status, national origin (includes language restrictions), pregnancy, childbirth, breastfeeding, or related medical conditions, Pregnancy Disability Leave (PDL), race (includes hairstyle and hair texture, religious creed (includes dress and grooming practices), reproductive health decision making, sex/gender, and sexual orientation.*

**HOW TO APPLY:**

Please include your resume as well as a cover letter indicating to which position you are applying to [Jobs@scfta.org](mailto:Jobs@scfta.org).

No phone calls please.