Position Title: Director of Development & Marketing

Organization: Albany Symphony

AFP-WNY Post Date: 1/29/2021

DEADLINE TO APPLY: OPEN

SUMMARY
The Director of Development & Marketing is responsible for planning, managing and the team’s execution of the fundraising, audience development, and communications functions of the Albany Symphony. Working closely with the executive director, other staff colleagues, and the Board of Directors, the Director of Development & Marketing is the key driver of the organization’s efforts to generate revenues in support of its mission. This position is full-time, reports to the executive director, and supervises a team of four full-time staff members. The Albany Symphony provides a fast-paced and collaborative environment and welcomes candidates from ALAANA communities.

RESPONSIBILITIES
Specific responsibilities include but are not limited to the following:

Leadership

- Drive the strategic and tactical planning and execution of activities to achieve annual and long-term revenue goals and strengthen community support.
- Lead the development and achievement of sales and fundraising goals. (Based on FY2019, Albany Symphony’s annual budget is approximately $2.8 million with $800,000 in earned revenue and $1.4 million in recurring support.)
- Provide expertise to establish effective and integrated development, marketing, and patron services policies, systems, and procedures.
- Motivate and organize the development & marketing team and board members, including their work on committees.
- Represent the Albany Symphony at its events and at selected community events to build relationships and further the organization’s mission.

Department Management

- Maximize effectiveness of development & marketing team. In addition to fulltime staff, department also draws on the services of selected consultants and part-time employees.
- Manage department budgets. Collaborate with Director of Finance on budget projections and accounting for revenues and expenditures.
- Oversee and ensure maintenance of patron records and database. Ensure the production of accurate and regular reporting.
- Promote strong collaboration between development & marketing team with other areas (Artistic/Operations, Education and Community Engagement, Finance). Ensure clear and timely flow of information to/from development & marketing and other departments.
- Oversee execution of development and marketing events.
Marketing and Communications

- Oversee the development and execution of marketing and promotional plans and strategies for subscription and single ticket sales, including group sales.
- Coordinate and drive organizational use of digital and social media.
- Oversee audience and market research.
- Drive the development and execution of organizational communications plans in collaboration with music director, administrative team, and board leadership.
- Cultivate civic relationships to enhance Albany Symphony’s visibility in the community.

Development

- Develop and drive the execution of effective annual programs and special initiatives to cultivate, steward, solicit and acknowledge individual donors.
- In collaboration with executive director, music director, and board members, drive and participate in direct solicitations.
- Support and develop organization’s planned giving efforts.
- Oversee grant proposal activity including required reporting and compliance.
- Oversee the cultivation and stewardship of relationships with grant-making foundations, corporations, and government entities.
- Develop and manage sponsor benefits program including coordinating fulfillment of recognition and other terms of the sponsor agreement.
- Support and direct board fundraising efforts.
- Develop and oversee prospect management strategies to develop pipelines for new individual, corporate and government donors.

QUALIFICATIONS FOR THE POSITION

- Education: Bachelor’s Degree required.

EXPERIENCE, SKILLS, QUALITIES

- Minimum 6 years’ experience in increasingly responsible fundraising or marketing roles, including leadership position(s).
- Experience in identifying, cultivating, soliciting and stewarding donor relationships
- Experience and skill in managing staff and volunteers
- Proven track record in achieving aggressive and defined financial goals
- Experience in the arts and culture sector; performing arts a plus
- Experience in deploying digital and social media
- Strong organizational, analytical, and communications skills
- Ability to be both an excellent team leader and team player
- Strong computer skills, including facility with Microsoft Office products

COMPENSATION

- Salary range is $60k to $70k and commensurate with experience.

TO APPLY

Send your resume and a cover letter describing how your qualifications make you a strong candidate for this position to: Anna Kuwabara, annak@albanysymphony.com