



**DIRECTOR of DEVELOPMENT  
SANTA ROSA SYMPHONY ASSOCIATION  
JOB ANNOUNCEMENT**

**JOB TITLE:** Director of Development  
Salary / Exempt

**REPORTS TO:** President & CEO

**SUPERVISES:** Grant Writer/Donor Associate and Donor Liaison staff

**JOB LOCATION:** Santa Rosa, California

**START DATE:** November 2021

**COMPENSATION:** Salary based upon experience + comprehensive benefits including medical and dental coverage, long-term disability insurance, 401(k) and generous time off policy

**EMAIL** a cover letter and resume to:  
[asilow@srsymphony.org](mailto:asilow@srsymphony.org)  
No phone calls please

**JOB SUMMARY:**

The Director of Development is responsible for achieving the contributed revenue goals of the Association through the development, management, implementation, and evaluation of all fund-raising activities. Managing a staff of two, the Orchestra's annual contributed income goal for 2021-2022 season is set at \$2.5M. To that end, the Development Director collaborates with staff, board members and volunteers in planning and executing all annual, sponsorship, endowment, and planned giving programs, as well as fund-raising events and benefits.

The successful candidate will be able to grow and expand an existing fundraising program, thrive under pressure, and be focused on strategies that deliver contributed revenue.

## **QUALIFICATIONS:**

---

The ideal applicant will have the following qualifications:

- Minimum of a Bachelor's degree and minimum of four years' experience of nonprofit fundraising, successfully securing gifts, preferably in the arts.
- Interest, enthusiasm, and affinity for fundraising and working with people.
- Proven management, supervisory and leadership capabilities
- Thrive in collaborative team environment
- Strong verbal communications skills and demonstrated ability to write clearly and persuasively
- PC computer and MS Office literacy and familiarity with database management tools.
- Ability to develop and manage budgets, prepare financial reports and work within budgetary constraints
- High energy, positive, "can-do" attitude, flexibility, teamwork, and attention to detail; high degree of initiative
- Cherish relationship building, thrive in an environment where fundraising is encouraged, be able to balance multiple priorities, and be focused on strategies that deliver contributed revenue.
- Must have a flexible work schedule and be willing to work a number of weekends and evenings.

## **JOB DUTIES AND RESPONSIBILITIES:**

### **Fund Development**

- Focus on successfully building relationships and soliciting new and increased gifts from individuals, turning subscribers into donors, managing the direct mail and online appeals at all levels of giving, overseeing the creation and implementation of all donor giving benefits, and overseeing year-round strategies for donor stewardship.
- Plan, manage, and implement all phases of the Annual Fund campaign; oversee the solicitation and acknowledgment process; monitor progress toward goal(s) and make adjustments as needed.
- Work with Donor Relations Committee to develop and direct a year-round program to cultivate new prospects and seek out new funding opportunities.
- Develop and implement a sponsorship program; research and identify potential sponsors; prepare proposals and work with President & CEO to identify matches between Association's program and each sponsor's interests.
- Identify foundation and government grant opportunities; follow up on each proposal.
- Assist the Donor Liaison to plan the annual Gala and other events as necessary; participate in establishing the budget and support the execution of each event.
- Oversee the development and production of all materials used to support the Association's fund-raising events and campaigns.
- Develop an ongoing planned giving program and active endowment plan; play leadership role with Donor Relations Committee to identify, cultivate and solicit prospects; and educate them on how to incorporate gifts to the Association into their estate planning.

### **Budgeting and Planning**

- Assist the President & CEO and Donor Relations Committee in establishing appropriate goals for the Annual Fund and all other fund-raising campaigns deemed necessary (endowment, capital, planned giving, etc.) each year.
- Develop a plan for achieving those goals and establish a master calendar that outlines all fund-raising events and campaigns; coordinate all activities with the Association's master calendar.
- Prepare and justify detailed annual development budget incorporating each event and campaign; monitor the progress of each, make reliable forecasts as requested and adjust plans when necessary.
- Work closely with the President & CEO and other designated staff in long-range planning for the Association; prepare budget projections as needed.

### **Board of Directors**

- Provide staff assistance to the Donor Relations Committee of the Board.
- Report to the Board and Executive Committee through the President & CEO on progress of all fund-raising events and campaigns; provide other reports and statements as requested.
- Develop Board and volunteer leadership through participation in Donor Relations Committee and ongoing donor cultivation efforts; participate in identifying and recruiting new leadership.
- Recommend fund-raising policies and procedures to the President & CEO and Board to build a year-round development program that demonstrates the highest standards of professionalism and ethical conduct.

### **Administrative**

- Work with development staff and volunteers to carry out all fund-raising campaigns and events; evaluate effectiveness of each campaign.
- Become familiar with and utilize SRS donor software program and reporting
- 
- Oversee the maintenance of all donor files and records; develop and administer all donor benefits programs in accordance with IRS guidelines.
- Provide periodic accurate progress reports on all campaigns; prepare listings and financial statements as needed by the Board and staff.
- Serve as part of the senior management team to assist the President & CEO in setting and implementing administrative and artistic policies established by the Board.
- Hire, train, manage, and evaluate the performance of all development staff, including interns and volunteers.

### **Other**

- Develop and maintain internal and external contacts to optimize fund development efforts.
- Maintain ongoing stewardship contact with contributors, corporate sponsors, and business and community leaders.
- Support Board and staff efforts to solicit in-kind contributions.
- Keep abreast of recent tax changes as they affect fund-raising; maintain a collection of current fund-raising resource materials.
- Attend other civic and cultural events in the community; represent the Association by speaking at public events as requested.
- Perform other duties as assigned by the President & CEO.

## **ABOUT THE SANTA ROSA SYMPHONY**

Santa Rosa Symphony, the Resident Orchestra of the Green Music Center, is the third-oldest professional orchestra in California, the largest regional symphony north of Los Angeles and the resident orchestra of the Green Music Center located on the campus of Sonoma State University. The Symphony is committed to core values of artistic excellence, innovative programming, comprehensive music education and community service.

Awards include an American Symphony Orchestra League MetLife Award for Community Engagement and a first-place award for adventurous programming in the 2012-2013 season from the American Society of Composers, Authors and Publishers (ASCAP). The Symphony is recognized as having one of the most comprehensive music education programs in California, serving nearly 30,000 youths annually. Collaborations with schools and organizations across Sonoma County have gained the Santa Rosa Symphony national attention and support.

*Santa Rosa Symphony is committed to creating a diverse work environment and is proud to be an equal opportunity employer.*