Associate Director of Development, Individual Giving #7665
Job Description

Department: Development
Classification: Fundraiser 3
Title Code: 7547U Exempt
Percent Time: 100%
Work Schedule: Monday - Friday, including nights and weekends as required
Supervisor's Title: Chief Development Officer
Personnel Program: Personnel Policy for Staff Members (PPSM)

Introduction

Cal Performances is the performing arts presenting, commissioning and producing organization based at the University of California, Berkeley. The mission of Cal Performances is to produce and present performances of the highest artistic quality, enhanced by programs that explore compelling intersections of education and the performing arts. To learn more about Cal Performances, please visit http://calperformances.org/.

Cal Performances is seeking an Associate Director of Development, Individual Giving.

The Associate Director of Development, Individual Giving (Associate DoD) works to ensure continuity as patrons move up the giving levels and through the audience development continuum, a robust donor pipeline.

In addition to managing a portfolio of major gift donors and prospects, the Associate DoD manages Cal Performances’ Individual Giving programs, as well as interfaces with the Board of Trustees and supports their growing annual fundraising activities.

Responsibilities

Duties include but are not limited to:

* Denotes essential functions

*Major Gift Fundraising
- Actively manage a portfolio of donors and prospects at the $5,000+ level
- Manage annual fund levels and benefits at the higher giving levels ($10,000, $25,000 and $50,000)
- Create and execute plans to nurture and grow a dynamic pipeline of donors at the top end of the giving pyramid
- Personally cultivate and steward donors and prospects via attendance at performances and events, individual face-to-face meetings, donor club activities, telephone contact, and written communications, involving the Chief Development Officer, Director and trustees when appropriate
- Identify new prospects and use research to determine the appropriate level of a donor's potential gift
- Brief and prep the Director, Trustees, and other presenters for donor meetings, events, etc
- Write persuasive solicitation letters, funding proposals, and presentations to individuals
- Create and manage effective communications with the donors and prospects in the portfolio in order to maintain—and build—effective partnerships
- Put forward and track progress towards income goals and expense projections

*Oversight of Individual Giving Activities and Donor Pipeline
• Prepare and manage the annual Individual Giving budget (Major Gift, Producer’s Circle, and Friends line items), with submissions from the Individual Giving and Special Events Officer and the Director of Annual Fund
• Track progress towards fundraising goals and monitor expenses to budget
• Design and oversee preparation of financial reports for Individual Giving
• Give presentations on Individual Giving financial progress, and a various program activities to the Director, Chief Development Officer, Board of Trustees, Sub-committees, and staff as needed
• From appeal letters to lobby signage and marketing brochure copy, ensure consistent and effective messaging throughout Cal Performances’ individual giving vehicles.
• Direct the annual fund giving programs (Friends and Producer’s Circle) in a way that encourages upgraded support and movement up the giving levels and the audience development continuum
• Oversee planned giving as appropriate—or in accordance with department and organizational priorities—including stewardship of current Legacy Society members, and the option for current donors to additionally support Cal Performances through planned gifts
• Run the Prospect Review meetings
• Ensure that prospects are moving through the stages in the moves management system, and tweak strategies as needed
• Analyze and react to acquisition, renewal and directional trends; analyze and react to # of moves made, status changes, etc

* Partner with the Board of Trustees, Volunteers and University Relations
  • Serve as the primarily liaison to Cal Performances’ Annual Fund Committee, and serve on the Events and Facilities Committees
  • Work directly with Trustees and volunteers, to create and implement a cultivation and stewardship programs to attract new donors and members, steward current contributors, and increase donor loyalty
  • Partner with Trustees and volunteers to determine fundraising strategies, and directly involve them the cultivation, solicitation and stewardship process
  • As strategically viable, partner with colleagues in University Relations (or across the campus) on joint projects and/or solicitations that either introduce potential prospects to Cal Performances or bring qualified prospects into our moves management system
  • When appropriate, represent Cal Performances to University Relations and serve on various campus sub-committees

* Individual Giving Team Management
  • Supervise two full-time, direct reports: Individual Giving and Special Events Officer and Director of Annual Fund
  • Provide ongoing support and oversight of personnel to ensure they can meet high performance standards and accomplish annual goals, to foster their sense of ownership and job satisfaction, and to facilitate their professional development
  • Partner with the Chief Development Officer to create and sustain a cohesive, collegial, high-performance team of fundraising professionals

Skills, Knowledge & Abilities

Required Qualifications
• Minimum five years in progressively responsible fundraising roles
• Bachelor’s degree; or equivalent experience; Master’s degree or equivalent experience preferred
• Extensive knowledge of fundraising principles, techniques, regulations, and ethics
• Experience with budget development
• Ability to train, direct, supervise, support and motivate staff
• Excellent written and presentation skills
• Knowledge of individual giving; membership marketing; donor cultivation, stewardship, and solicitation
• Knowledge of the performing arts preferred, appreciation for the arts and their role in the community required
• Polished public manner and proven ability to interact professionally and courteously with donors
• Ability to work successfully with a diverse group of people, including board members, donors, volunteers, staff
• Excellent clerical and computers skills required including proficiency with MS Word and Excel; working knowledge of Tessitura strongly preferred
• Ability to work evening and weekends as needed
• Must be able to successfully pass a background check
• Enjoy building on success, and relish opportunities to develop new strategies that improve outcomes and increase efficiency
• Excited by an ambitious organizational vision
• Supervisory/management experience preferred
• Experience working in a university setting

Please visit https://jobs.berkeley.edu/ (search by the Job ID #7665) for a complete job description and to apply, or use the following DIRECTIONS:

**DIRECTIONS:**
1. Select the link to access our careers site.
2. Sign In to access your account or if you are not an existing user select the New User link to create one.
3. Review the job description and select the Apply button to begin your application.

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