

**Associate Director, Membership and Events (#28987)
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: Director, Individual Giving and Special Events
Personnel Program: Personnel Policy for Staff Members (PPSM)

Introduction

Cal Performances is seeking an Associate Director, Membership and Events.

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. Cal Performances fulfills this mission by presenting, producing, and commissioning outstanding artists, both renowned and emerging, to serve the University and the broader public through performances and education and community programs. Please visit <https://calperformances.org/> to learn more about Cal Performances and other exciting Cal Performances employment opportunities.

The Associate Director, Membership and Events reports to the Director, Individual Giving and Special Events and is an integral member of the Individual Giving team. The Associate Director, Membership and Events plans, administers, and implements a well-defined and established membership fundraising program through regular benchmarking and evaluation; engaging membership and annual fund campaigns; and timely, well-crafted communications. Success requires the ability to inspire thoughtful collaboration with colleagues in the Development, Marketing, Box Office, Operations, and Artistic Planning departments and a strong understanding of the motivations of a curious, diverse, and deeply engaged base of performing arts fans.

Responsibilities

Duties include but are not limited to:

- Working closely with the Individual Giving team, manage and administer membership operations for the Friends and Producer's Circle programs and develop comprehensive strategies to grow revenue by increasing renewal rates, encouraging upgrades, and acquiring new donors.
- Produce compelling membership solicitations for both Friends and Producer's Circle programs—including monthly renewal and yearly acquisition appeals—and annual fund appeals.
- Conceptualize, implement, and evaluate communication strategies designed to grow our base of support through direct mail, telemarketing, email, website and social media, online advertising, and/or other communication channels.
- Ensure Cal Performances' member benefits packages and promotional materials remain current, attractive, consistent, and competitive over time.
- Manage a robust calendar of events—from intermission receptions to Open Rehearsals and Friends Appreciation Concerts—designed to engage and steward members and donors at every level. Coordinate all event logistics including scheduling, invitation design process, catering, and coordination with artistic planning, production, and front-of-house teams.
- Work collaboratively with development as well as marketing and communications colleagues to ensure Cal Performances' case for support is front and center with our patrons and potential donors.
- Interact with members and donors in person, by phone, and via email to provide exceptional stewardship and encourage greater loyalty and engagement.

- Identify prospective Producer's Circle donors within the Friends pool (and any other members ready to upgrade) and work in close collaboration with the Individual Giving Officer to advance donors up the pipeline
- Work with Director, Individual Giving and Special Events to prepare income projections and reforecasts, determine budget, and monitor membership expenses throughout the year.
- Maintain the Tessitura database functions that support our membership benefits and gift administration systems, and work closely with the Patron Services Associate to ensure courteous and timely administration of member benefits, including: priority ticketing, donor reserved parking, gift and pledge administration, and acknowledgment letter generation and mailing.

Skills, Knowledge & Abilities

Required Qualifications

- Minimum of 5+ years of fundraising and/or event management or related experience.
- Experience running a highly successful membership/engagement program for a cultural or entertainment organization, including significant direct marketing experience.
- Event planning and project management expertise.
- Strong attention to detail, the ability to prioritize and organize multiple projects.
- Ability to work well with diverse personalities across position levels and departments.
- Extensive experience with Tessitura (preferred) or other customer relationship management databases.
- Excellent written and verbal communications skills, including experience with content development, writing, and editing.
- Ability to work a flexible schedule. Weekend and evening work will be required.
- Must be able to successfully pass a background check
- Passion for the performing arts.

Please visit <https://jobs.berkeley.edu/> (search by the Job ID #28987) or

https://careerspub.universityofcalifornia.edu/psp/ucb/EMPLOYEE/HRMS/c/HRS_HRAM.HRS_APP_SCHJOB.GBL?Page=HRS_APP_JBPST&Action=U&FOCUS=Applicant&SiteId=21&JobOpeningId=28987&PostingSeq=1 for a

complete job description and to apply.