



GRAND RAPIDS CIVIC THEATRE

Annual Fund Manager Job Description

The Annual Fund Manager is responsible for the oversight of all annual fund activities, including managing day-to-day operations of development activities and events. This position plays a key role in the organization's overall development goals and plans. The Annual Fund Manager reports to the Director of Development and Marketing (Community Relations) and works closely with the Development Administrative Assistant.

Essential functions of this role include, but are not limited to:

- Work collaboratively with the Department Director to determine annual development objectives. Create and manage strategic and detailed plans that meet annual and long-term resource development objectives.
- Ability to execute Department Director's vision and purpose for all events. Work in collaboration with Director on messaging. Work independently in overseeing all aspects in event planning including but not limited to Bright Lights and Inside Dish. Identify opportunities for the development of new events to engage and grow prospect and donor retention lists. Establish and report on goals, measurements of success and ROI for all events.
- Manage all aspects of donor campaigns after collaborating with Department Director on strategy and messaging. Reports on Return On Investment (ROI) following each campaign.
- Oversee the donor communication messaging (newsletter, appeals, website, eBlasts, event video production, social media, etc) and timeline, in conjunction with (name of marketing position) in accordance with department strategic plan and the organizational brand.
- Establish a strategy and implementation of tools for Peer-to-Peer fund-raising campaigns, engaging organizational committee members and volunteers. Design and execute (in person) donor cultivation strategies, including but not limited to tours, meetings, and donor-centered engagements with Civic Theatre. Create a measurement and reporting structure for these engagements.
- Ensure Civic Theatre staff, committee members, and Board of Directors have appropriate tools and training, and support to be effective and efficient in their work on the organization's behalf.
- Develop and execute a process to involve committee members and Board of Directors in donor cultivation, prospecting, and recognition process.
- Responsible for establishing a meaningful connection with individual donors with portfolios of up to \$500. Engage and manage up Department Director to foster and cultivate relationships with Major Donors.

- Provide current and prospective corporations and foundations with requests for support, recognition, and cultivation throughout the year.
- Cultivate and lobby playbill advertisements and sponsorships from area corporations and foundations.
- Seek in-kind support for services and materials needed to execute annual development objectives.
- Responsible for overseeing, thanking, and reporting on all special donation designations, including but not limited to the Brick (Endowment) Campaign, Theatre Seating Campaign, and Bequests.
- Oversee Giftworks entries, data collection and cultivation, and other important information being collected and harvested (on-going) to aid in accomplishing department strategic plan.
- Participate in grant, sponsor, and donor reporting as requested.
- Oversee and report on Annual Fund Budget.
- Define and maintain current (written) operational procedures and practices in association to this position.
- Design and implement department software and systems cross training as applicable.
- Other duties as assigned by Development and Marketing Director

Position Summary: This is a non-exempt position for full-time (40) hours a week.

Qualifications:

- Bachelor's degree required.
- Minimum three to five years of hands-on fundraising experience with success in identifying, cultivating, soliciting, communicating with, and raising money from individual donors.
- Exceptional organizational skills and attention to detail, with ability to prioritize, manage, and complete multiple tasks simultaneously.
- Ability to develop and implement strategies to meet measurable goals and objectives. Demonstrated analytical skills.
- Proven ability to succeed in a collaborative, team oriented environment and develop effective working relationships with colleagues, volunteers and others.
- Solid working knowledge of MS Office or comparable software suites.
- Giftworks experience required. Familiarity with research software desirable.
- Excellent written and verbal communication skills.
- Flexibility to attend evening events as required.

Salary & Selection – will be based on years of experience, education, and qualifications.

No Phone Calls or Email Inquiries. Please send resume and cover letter to events@grct.org