

Individual Giving Manager

DEPARTMENT: Philanthropy

CLASSIFICATION: This is a full-time, exempt (salary) position, eligible for a full array of benefits including health insurance and 403(b) retirement plan

PAY: \$63,000-\$70,000 annually

LOCATION: La Jolla, CA on the beautiful campus of the University of California, San Diego

REPORTS TO: Associate Director of Philanthropy

POSTING DATE: December 2021

TO APPLY: Submit a cover letter and resume to resumes@ljp.org. Please include in the subject line - "Individual Giving Manager"

ORGANIZATION OVERVIEW

La Jolla Playhouse is a place where artists and audiences come together to create what's new and next in the American theatre, from Tony Award-winning productions, to imaginative programs for young audiences, to interactive experiences outside our theatre walls. Founded in 1947 by Gregory Peck, Dorothy McGuire and Mel Ferrer, the Playhouse is currently led by Tony Award winner Christopher Ashley, the Rich Family Artistic Director of La Jolla Playhouse, and Managing Director Debby Buchholz. The Playhouse is internationally renowned for the development of new plays and musicals, including mounting 105 world premieres, commissioning 60 new works, and sending 33 productions to Broadway, garnering a total of 38 Tony Awards, as well as the 1993 Tony Award for Outstanding Regional Theatre. These works include the Broadway hits *Come From Away*, *Diana* and *Memphis*, all directed by Ashley; *The Who's Tommy*; the Pulitzer Prize-winning *I Am My Own Wife*; and *Jersey Boys*.

La Jolla Playhouse is committed to diversity in all areas of our work, on and off stage. We lead with our values and encourage individuals with unique perspectives to apply. La Jolla Playhouse is proud to be an Equal Opportunity Employer (EOE).

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STATEMENT OF JOB

The Individual Giving Manager is responsible for the identification, cultivation, solicitation, and stewardship for mid-level donors and will have oversight of a portfolio of approximately 250 donors/prospects. They will create and execute annual fund renewal/acquisition campaigns to acquire, retain and grow philanthropic support for Playhouse productions and programs. They will have special oversight of managing benefit programs for those who contribute \$500 (Center Stage Club), \$1,000 (Inner Circle) and \$2,500 (Actors Circle) annually. They will collaborate with philanthropy and audience development teams to create a plan for the year that will meet projected annual giving goals. Responsible for the coordination and execution of direct mail, e-mail/social and telemarketing efforts as part of the overall Annual Fund Campaign; accountable for the assessment of the effectiveness of annual appeals and the segmentation of constituencies within the total donor/prospect population to target giving most effectively. They will strive to maintain excellent relationships with our generous supporters through meetings, visits, impact reports and acts of stewardship.

ESSENTIAL JOB DUTIES

- Cultivate and solicit current/prospective donors with a "breakfast, lunch and dinner" approach, building relationships to maximize giving, knowing that the most valuable time spent is either in person or on the phone with these essential individuals. Facetime will happen through attendance at all donor events, unless otherwise specified, including donor benefit events, final dress rehearsals, technical rehearsals, select readings, Board-initiated cultivation events, Innovation Night, Gala, etc.
- Design and implement the direct mail renewal and acquisition (event sweep, subscriber/non-donor) program including pledge forms and payment reminders.
- Strategize and co-author e-philanthropy campaigns with the Marketing Department.
- Strategize, collaborate and train Patron Service team on tele-funding campaigns.
- In collaboration with the Philanthropy Coordinator and Philanthropy Assistant, oversees donor benefit fulfillment for Individual Giving.
- Performs gift entry and processing.
- Coordinate with the Learning Department to prepare a schedule of POP Tour performance dates and lunches, and oversees the invitation process for Individual Giving donors.
- Manage RSVP process to select individual giving donor events, including, but not limited to, Center Stage Club Luncheons, Inner Circle events, and Actors Circle Invited Dress Rehearsals, POP Tour Reading, etc.
- Act as a liaison to the Board of Trustees Learning & Engagement Committee and Philanthropy Committee.
- Act as a concierge for individual donors for ticket requests and exchanges.
- Act as a public face of the Playhouse in the community, representing the Playhouse at outside functions and groups.
- In concert with the Philanthropy Operations Manager, collaborate on Prospect Research process for the team. Contribute to the research of current and prospective donors, as requested by the Associate Director of Philanthropy, preparing donor briefs and TLC lists.
- Collaborate with team on fundraising for special benefit events including Gala, Innovation Night and WOW Festival.
- Generate lists and reports from Tessitura for use in budgeting and cash flow analysis.
- Develops interdepartmental relationships.

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REQUIREMENTS & PROFICIENCIES

- Flexibility and adaptability are core to success in our philanthropy department.
- A positive attitude and spirit of teamwork.
- Comfort working in a fast-paced and ever-changing environment.
- Alignment with the values of La Jolla Playhouse.
- A commitment to uphold and support the Playhouse's Anti-Racism Action Plan.
- A passion for the arts – and more specifically, theatre!
- Bachelor's degree and 3-5 years of fundraising experience, or equivalent combination of education and experience.
- Knowledge of fundraising principles and techniques.
- Proven track record of success in direct solicitations with individuals and private foundations.
- Effective interpersonal/relationship building skills a must.
- Exemplary customer service skills and excellent verbal and written communication skills.
- Strong organizational and planning skills, with keen attention to detail.
- Ability to drive and willingness to occasionally run errands, as needed.
- Available and willing to work nights and weekends – many theatrical events take place during those times.
- Proficiency in the Microsoft Suite of programs (Word, Excel, Outlook, PowerPoint).
- Ability to work with highly confidential information in a professional and ethical manner.
- Ability to meet goals and deadlines.
- Ability to work independently and as part of a team.
- Internet navigation – the ability to effectively utilize as a resource.
- Ability to multi-task and remain flexible while experiencing frequent interruptions.
- Being fully vaccinated against COVID-19 by an FDA approved vaccine is a condition of employment.

PREFERRED EXPERIENCE

- Professional experience working for a nonprofit cultural organization (preferably theatre).
- Comfort with budgets and financial reporting.
- Experience working successfully with volunteers (Board or Committee members).
- Experience with CRM databases. Tessitura or Raiser's Edge experience is a plus.
- Experience with targeted bulk mail campaigns.