



## **JOB DESCRIPTION**

Position: Development Director

Reports to: Vice President of Development

Status: Full-time, Exempt

Direct Reports: 2

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The VSO is looking for a strategic and proactive Development leader to serve as its Development Director. Following a bold new strategic plan, the VSO is redefining itself to be a vibrant community partner for the 21<sup>st</sup> century. This key leader will be responsible for effectively telling the VSO's unique story of community engagement throughout our region in order to generate awareness of and attract funding for its forward-thinking mission. The Development Director will work alongside a highly motivated team of professionals to further the VSO's mission as one of the foundational arts organizations in Hampton Roads.

The Director will drive the overall success of the VSO's annual fund efforts by managing the day to day operations of the department, as well as developing and implementing a comprehensive plan of giving opportunities and critically evaluating those efforts on an ongoing basis. In addition, the Director will manage a portfolio of individual, corporate and foundation donors that he or she will cultivate, solicit, and steward. Using independent judgement, knowledge of best practices, and data, the Director provides management to staff and determines the most effective vehicles for outreach and solicitation. The ideal leader will be self-motivated, well organized, articulate, and excited to convey the value of the VSO to external audiences.

### **Donor and Prospect Management**

- Identify, cultivate, and solicit leadership prospects for mid and major giving through face to face visits and personalized correspondence. Use donor research to determine highest priority prospects.
- Manage a portfolio of high potential prospects and donors (corporate, individual, and foundation) with the goal of increasing overall giving. Targeting individuals for annual, major and planned giving opportunities.
- In conjunction with Senior Director of Development, develop a strategic and creative sponsorship program tailored to meet the objectives of corporate

partners. Provide donors with proposals that include quantitative measures to show impact of investment.

- Plan and manage donor and prospect activity through the Tessitura database, recording activity and creating plans for solicitation.
- Engage a variety of internal and external leaders and volunteers to further the VSO's fundraising efforts.
- Attend VSO concerts and events on a regular basis in order to connect with donors.

#### **Annual Fund - Direct Mail/Special Initiatives**

- Develop overall strategy for direct mail and tele-funding and manage staff to execute campaigns and monitor results.
- Evaluate effectiveness of patron benefits to maximize giving. Identify and create new opportunities and initiatives to raise funds for VSO special funding priorities and projects.
- In conjunction with the Development Coordinator and the CFO, provide financial projections and report on results to ensure assigned budget targets are being met.

#### **Management**

Oversee Development Coordinator and Development Communications Associate, set strategies to ensure their success and provide regular feedback on goals.

- Create and manage budget items that correspond with initiatives related to annual plan goals.
- Coordinate and manage special fundraising initiatives, such as Facebook campaigns, Giving Tuesday, and others as determined.
- Manage the renewal, identification and negotiation of trade opportunities with key partners.

#### **Professional Requirements:**

- 5+ years of experience in Development, donor management and/or annual fund
- Compelling and excellent narrative writing and good oral communication skills
- Entrepreneurial and innovative mindset: ability to manage multiple tasks and set priorities in a fast-paced environment.
- Experience in direct mail strategies and analysis
- Ability to successfully cultivate donors in order to solicit and close gifts
- Demonstrated Management and leadership skills including strong organizational skills and attention to detail
- Proficiency in Microsoft Office
- Previous experience working within donor databases.
- Interest in music education and/or a musical background a plus
- Bachelor's Degree in Communications or related field.