



## **JOB DESCRIPTION (Created: June 2019)**

**Position:** Senior Director of Development

**Department:** Development

**Reports to:** Vice President of Development

**Direct Reports:** 0

**Status:** Full-Time, Exempt

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The VSO is looking for an experienced Major Gifts leader to as its Senior 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. Looking ahead to its 100<sup>th</sup> season in 2020-2021, the VSO has launched its first campaign in over a decade – *Vision Forward*. This campaign will transform the VSO to further its work and engage diverse audiences throughout Hampton Roads. This key Development leader will be responsible to effectively convey the VSO's unique story of artistic excellence and community engagement in order to attract new and increased funding for its forward-thinking mission. The Senior 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 Senior Director will drive the Major Giving efforts of the VSO and cultivate, solicit, and steward individuals, foundations and corporate donors. This leader will develop tailored strategies to further connect donors to the work of the VSO. The Senior Director will also work to engage a variety of internal and external leaders in order to educate and engage donors and prospects. In addition, the Senior Director will help to implement and ensure the success of the public phase of the *Vision Forward* campaign.

### **Principal Responsibilities:**

#### **Donor and Prospect Management**

- Develop and implement a strategic and comprehensive major gifts plan with measurable goals that align with annual, campaign and planned giving efforts.
- 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 between 10-15 donor visits per month to present annual, major, campaign and planned giving opportunities.
- Develop a strategic and creative sponsorship program tailored to meet the objectives of corporate partners, using both quantitative and qualitative benefits.
- Create stewardship strategies that will provide donors a variety of 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.

### **Board/Volunteer Management**

- In conjunction with the VP of Development, create strategies to engage board and other volunteers in serving as ambassadors and advocates for the VSO mission.
- Assist in the management of the VSO's Development Committee by helping to facilitate quarterly meetings as well as regular follow up.
- Recruit, train, and inspire board and external volunteers in the Development process helping to build a culture of philanthropy.

### **Qualifications:**

- Entrepreneurial and innovative mindset.
- Demonstrated ability to engage donors and make them feel valued as well as successfully solicit and close gifts.
- Demonstrated judgment and creative problem-solving skills.
- Ability to quickly react to changes reflected in analysis and to shift strategies accordingly.
- Strong oral and written communication skills.
- Ability to manage multiple tasks and set priorities in a fast-paced environment.
- Must be able to exercise a high degree of diplomacy, discretion, and collaboration with all levels of partners, both external and internal.
- Must have reliable transportation and be able to travel throughout the region.

### **Education & Experience:**

- Bachelor's Degree in Communications, Business or related field
- 5+ years of related experience in volunteer management and major gift solicitation.
- Proficiency in Microsoft Office suite and donor database.