

MUSICAL ARTS ASSOCIATION POSITION DESCRIPTION

TITLE	Annual Giving Acquisitions Associate
DEPARTMENT	Philanthropy & Advancement/Marketing
REPORTS TO	Manager of Individual Giving
STATUS	Full Time, Exempt
DATE	September 2018

POSITION SUMMARY:

The Annual Giving Acquisitions Associate works closely with the Annual Giving Team and the Marketing department to identify and cultivate new donors and help convert patrons into donors. A key member of the Annual Giving Team, he/she actively manages a prospect pool, identifies and qualifies new prospects, makes discovery calls, and builds a pool of new prospects and past donors who have the capacity to increase their annual support. He/she works closely with colleagues to implement strategic approaches to increase the donor base and build a robust pipeline for annual support for the Orchestra.

MAJOR DUTIES:

Prospect Management

- Qualify and manage prospects for the best ongoing philanthropic support of the orchestra, moving prospects to the major gift team as/when appropriate and receiving annual giving prospect referrals from the major gift team
- Articulate the value of supporting the goals and mission of the institution as well as priority programs like the annual fund. Work closely with the Individual, Mid-Level and Stewardship teams in executing appropriate stewardship efforts, engagement activities and special fundraising initiatives
- Work with annual giving team to initiate strategies to bring in new donors and increase the giving of current donors through meaningful tactics that incorporate the best practices of patron development

Administrative Duties

- Execute Segmented Direct Mail Appeals
- Serve as primary contact for general fundraising questions from donors or the public
- Enter and update prospect and donor contact reports, plans screens and proposals in the Tessitura database according to established protocols

SUPERVISORY RESPONSIBILITIES:

- No supervisory responsibilities.

QUALIFICATIONS:

- Bachelor's Degree in a related field of study required
- One to three years of experience in non-profit fundraising in a complex institution

- Experience with data analytics
- General understanding of annual giving programs and application of cultivation, solicitation, and stewardship strategies and techniques required
- Outstanding organizational skills and high attention to detail
- Excellent verbal and written communication skills
- Ability to be discreet and maintain a high degree of confidentiality
- Demonstrated independent, mature judgment
- Ability to consistently maintain a professional image and demeanor
- Strong problem-solving skills combined with a collaborative approach
- Ability to successfully prioritize to manage multiple projects and deadlines
- Knowledge of orchestral music is highly desirable
- Proficient with Microsoft Office and able to learn and use various database and planning software
- Must be able to travel between locations (Severance Hall and Blossom Music Center) as well as to local or regional meetings
- Ability to work a flexible schedule that includes evenings, weekends, and some holidays

PHYSICAL REQUIREMENTS:

- The physical requirements of this position are related to a standard office environment. Must be able to utilize a phone, computer and screen, and other office equipment. While performing the duties of the job, the employee is required to hear, talk and primarily sit; occasionally stand, walk, reach, stoop, or kneel. Must be able to occasionally lift up to 25 pounds.

The duties listed in the job description above are intended only as illustrations of the various types of work that may be performed. These listed duties are not intended to describe in detail all the tasks that may be assigned but rather to provide a general sense of the responsibilities and expectations. Omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position. At the employee's request, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the job.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

EMPLOYEE SIGNATURE

DATE

PRINTED NAME