



**CHARLOTTE SYMPHONY ORCHESTRA
POSITION DESCRIPTION**

TITLE: Director of Individual Giving
REPORTS TO: VP of Development
DEPARTMENT: Development
STATUS: Full-time, exempt

ORGANIZATION:

One of the premier music organizations in the southeastern United States and the oldest operating symphony orchestra in the Carolinas, the Charlotte Symphony Orchestra (CSO) connects with more than 100,000 music lovers each year through its lively season of concerts, broadcasts, community events, and robust educational programs. The CSO has demonstrated a commitment to its mission of uplifting, entertaining, and educating the diverse communities of Charlotte-Mecklenburg and beyond through exceptional music experiences. Having celebrated its 90th anniversary in 2022, the CSO continues its vision to reach out through the transformative power of live music as a civic leader, reflecting and uniting the region.

The symphony employs a professional full-time orchestra of 62 musicians and three conductors, supports three youth orchestras, and offers an extensive array of educational and audience engagement programs. The CSO performs in a variety of venues in Charlotte-Mecklenburg and surrounding counties in the Charlotte region, principally at the Blumenthal Performing Arts Center's Belk Theater (1,900 seats), the Levine Center for the Arts' Knight Theater (1,100 seats), and Symphony Park at South Park Mall. Its extensive community engagement activities take the CSO's music to a variety of churches, breweries, community centers, schools, and senior care centers throughout the region.

The 2021-2025 Strategic Plan, completed in May 2021, focuses on seven essential areas of strategic focus: artistic vitality and growth, education, financial health and sustainability, innovation, organizational culture, public relevance, and audience development. Strategies to advance the CSO's commitment to diversity, equity, and inclusion are incorporated within each area. This plan serves as a road map for CSO, pointing the orchestra towards an enterprising and resilient future. The CSO is one of 25 orchestras in the United States to receive Catalyst Fund grants from the League of American Orchestras to advance equity, diversity, and inclusion within the organization. The CSO has also launched a Comprehensive Campaign working with leadership from key community members.

The CSO is governed by a 30-member Board of Directors chaired by Linda McFarland Farthing. David Fisk was appointed President and CEO in 2020. For the last 12 years, the artistic leadership of the CSO was under the baton of internationally renowned Music Director Christopher Warren-Green, who has now taken on the titles of Conductor Laureate and Artistic Adviser. Emerging American conductor Christopher James Lees is the Resident Conductor of the CSO and Principal Conductor of the Charlotte Symphony Youth Orchestra. For the fiscal year ending June 30, 2022, the CSO is reporting total revenue of approximately \$11.8 million, with over \$6 million in contributions and grants (excluding government or other special assistance related to COVID relief), and just over \$3 million in ticket sales and program services. Total expenses in FY22 were approximately \$11.3 million. For more information, please visit www.charlottesymphony.org.

SUMMARY DESCRIPTION:

The Director of Individual Giving will be responsible for building, enhancing, and creating pipelines for the Charlotte Symphony Orchestra's individual donor program including major gifts, planned giving, annual giving, and special events. Director of Individual Giving will have primary responsibility for leading the organization's major gifts and annual giving efforts, setting strategy and executing fundraising plans for sustaining and growing the number of \$5K-\$100K annual donors, the size of individual donations, and the conversion of annual donors to future Campaign donors. They will have primary responsibility for creating the strategy for the CSO's Annual Gala and leading all individual donor engagement events. Additionally, the Director will be responsible for revitalizing the CSO's planned giving vehicle, The Encore Society. This individual will be a participant in the CSO's historic Comprehensive Campaign.

Essential Functions and Responsibilities:

- In collaboration with the VP of Development, establish short and long-term contributed revenue goals and objectives for the major gifts, planned giving, annual giving, and special events programs for the CSO.
- Personally manage a portfolio of approximately 150+ donors with consistent focus and high-touch engagement, cultivation and stewardship that leads to successful solicitation strategies. The Director is responsible for raising mid 4 to -7 figure, unrestricted gifts for the CSO.
- Lead a cohesive and highly collaborative principal/major giving program (\$5,000+ level donors) that capitalizes on the CSO's strengths and maximizes long-term gains in endowment, programmatic, and unrestricted funds.
- Lead, oversee and further develop all aspects of fundraising, strategic direction and growth of the annual fund program (\$1-\$4,999 level donors), including personal solicitations, direct mail and online campaigns.
- Work in close collaboration with board and trustees members, maximizing the effectiveness of individual donor engagement plan to create new strategic approaches for philanthropic gains.
- Analyze fundraising potential, establish clear, measurable objectives, and achieve stated goals with monthly and annual reports.
- Lead metric-driven strategies to continuously increase engagement of current donors, top prospects, directors, trustees, and other key stakeholders, as well as secure new donors through community engagement and ticketing data research.

- Develop the strategy and work with external event planner for the CSO Annual Gala. Oversee all donor engagement events.
- Manage the donor engagement and event budgets, including preparation and maintenance of budget reconciliation and reporting.
- In coordination with the Annual Fund Manager, ensure that the CSO fulfills all donor benefits pertaining to their giving levels.
- Work closely with the Development Committee to achieve all fundraising goals each year.
- Foster a positive professional work environment that recognizes new ideas, builds confidence, encourages teamwork, and promotes diversity and inclusivity.
- Maintain a positive leadership style that empowers staff through active communication and ensures accountability for excellence through clearly defined and measurable goals.
- Identify, lead, and mentor two development team members; Annual Fund Manager and Development Coordinator.

Non-Essential Duties:

- Other duties and special projects may be assigned.
- Evening and weekend work required.

Qualifications/Experience, Knowledge, and Skills Required:

- Bachelor's degree or equivalent combination of education and experience.
- Minimum 5-7 years of progressive experience in fundraising/advancement roles. Supervisory experience required. Performing arts experience preferred.
- Demonstrated success in personally soliciting, closing, and stewarding major gifts, with significant experience closing gifts of 5-6 figure gifts.
- Demonstrated natural ease and effectiveness when working with high level donors and sponsors. Has the credibility, maturity and sound judgment necessary to inspire trust and respect from community leaders, donors, colleagues and team members.
- Proven ability to blend vision and strategic perspective with hands-on tactical execution.
- Strong analytical skills and expertise with designing, planning and developing major gifts, planned giving, annual fund and event campaign strategies.
- Exceptional communication, interpersonal, and negotiation skills with the ability to write and speak in clear and compelling ways.
- Technologically savvy with strong knowledge of Raiser's Edge (preferred) or similar CRM software. Advanced skills in Microsoft Office required.
- **Proof of being fully vaccinated and boosted for COVID-19 required**

Applying:

To be considered, interested candidates should send a resume and cover letter to employment@charlottesymphony.org using the subject line "Director of Individual Giving." Applications will be accepted by email only. No phone calls, please.

Charlotte Symphony Orchestra is an equal opportunity employer and does not unlawfully discriminate against employees or applicants for employment on the basis of an individual's race, sex, gender identity, sexual orientation, color, religion, national origin, age, disability, veteran status or genetic information. This policy applies to all terms, conditions and privileges of employment, including recruitment, hiring, placement, compensation, promotion, discipline and termination.

