



POSITION ANNOUNCEMENT

DATE: May 2021

JOB TITLE: Director of Development

REPORTS TO: Executive Director

JOB DESCRIPTION:

The Director of Development works to build the Asheville Symphony Orchestra's capacity for the future through the planning and implementation of all fundraising activities. He/She establishes and maintains relationships with individuals, corporations, grant-making foundations and government agencies, and oversees grant applications to these funders. The Director of Development works closely with the Executive Director and the Board of Directors in the cultivation and stewardship of all donors, seeks out additional funding opportunities, and leads staff and volunteers in the execution of fundraising initiatives. He/She creates a development culture consistent with the ASO's goals and core values. This position requires familiarity with resources and current research in development and marketing, excellent interpersonal and written communication skills, and an ability to lead the orchestra toward its development goals.

JOB DUTIES AND RESPONSIBILITIES:

- Plan, manage, implement, and evaluate all ASO fundraising programs, including annual fund, business sponsorships, major gifts, endowment gifts, planned giving, special events, and in-kind donations.
- Oversee all direct mail and digital solicitation and acknowledgement processes, in coordination with other ASO publicity and marketing.
- Oversee maintenance of CRM records and administration of donor benefits within IRS guidelines.
- Collaborate with the Executive Director to develop and implement a business sponsorship program. This includes researching and identifying potential sponsors, preparing proposals, identifying intersections between ASO's programming and partners' interests, and ensuring that sponsors are provided benefits in a timely fashion.
- Work closely with the Executive Director, Board, and its Development Committee to continuously research, cultivate, and solicit new sources of revenue.
- Lead Board members, volunteers, and staff in executing fundraising events and campaigns.
- Extract and present statistical fundraising data for analysis to the Executive Director, Board of Directors, and other senior leaders.
- Research funding sources and philanthropic trends, including new opportunities at the local, state, and national levels.
- Research and write grant proposals and manage required reporting and follow-up.

- Represent ASO at civic and cultural events in the community.
- Support the efforts of the Asheville Symphony Guild, Asheville Symphony Chorus, Asheville Symphonettes, MusicWorks!, and Asheville Symphony Youth Orchestra. Advise groups as necessary.

QUALIFICATIONS:

- Minimum of 3 years of Development experience, as well as major donor and planned giving experience. Background in the arts preferred.
- A Bachelor's degree or higher is required. Postgraduate and/or arts administration degree a plus.
- Experience executing fundraising campaigns across multiple donor channels, including business partnerships, major donors, and annual giving.
- Knowledge of, and experience with, CRM systems (e.g.: Raiser's Edge, Tessitura, Patron Manager, etc.) with expertise in reporting and statistical analysis.
- Experience in researching, writing, and submitting grant applications to business, foundation, and governmental agencies.
- Fluency with computer applications such as Microsoft Office, including mail merges, sorting, and reporting capabilities, as well as importing and exporting data between Excel and CRM databases such as Tessitura, Patron Manager, Raiser's Edge, etc. Ability to learn and apply new technical skills.
- Skilled in creating powerful and compelling written and oral communications.
- Experience in managing special events, including annual fundraisers, silent & live auctions, and V.I.P. donor events.
- Friendly and professional demeanor that engenders relationships with donors and colleagues.
- Self-starter with ability to work independently and entrepreneurially, as well as build authentic relationships with donors and partners.

ORGANIZATION/ORCHESTRA DESCRIPTION:

Asheville Symphony:

The Asheville Symphony is a leader among cultural organizations in a desirable, arts-focused community. The Symphony has experienced remarkable growth in artistic excellence, educational and program offerings, and revenue in the last several years, reaching an audience of more than 40,000 annually through ticketed performances, community programming, and music education programs.

The Asheville Symphony provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, compensation, and training.

Asheville, North Carolina:

Asheville is the largest city in Western North Carolina and is the regional center for medical services, manufacturing, transportation, banking and professional services, shopping, dining and the visual and performing arts. At 2,200 feet in elevation, Asheville is located on a plateau divided by the French Broad River, at the hub of the Great Smoky and Blue Ridge Mountains. The Asheville area is world renowned as a bustling tourist destination attracting over 11 million visitors and tourists each year who come for the natural beauty and vibrant hospitality the city offers. Asheville is a major destination for recreation activities and home to George Vanderbilt's Biltmore Estate. Every year, Asheville is listed in varied publications as one of the top 10 cities in which to live, retire, visit or dine. To learn more about Asheville-Buncombe's creative culture, the economy, and innovation check out the video "Asheville Creates." The video can be viewed at <https://vimeo.com/161182272>

Asheville's population is close to 93,000 and Buncombe County is just over 265,000. Academic institutions in the region include The University of North Carolina Asheville, Mars Hill, Appalachian State and Western North Carolina Universities, Warren Wilson, Montreat, Brevard, and Asheville Buncombe Technical Colleges.

Compensation: Commensurate with experience, within the range of \$48,000 - \$72,000.

Benefits: Paid vacation; medical, dental, and life insurance

Application Procedure: Please submit cover letter and resume with the subject line "ASO Director of Development" to: apply@ashevillesymphony.org.

Application Deadline: 6/11/2021

Organization/orchestra web address: ashevillesymphony.org