

# MASTER CHORALE

**Title:** Associate Director of Annual Giving

**Reports to:** Vice President of Advancement

**Status:** Full Time / Regular / Non-Exempt

**Salary:** \$70,000 - \$90,000 + Benefits

**Position Summary:** The Associate Director of Annual Giving will manage all efforts for obtaining repeatable, unrestricted gifts, with a particular focus on the Los Angeles Master Chorale's pool of "mid-tier" leadership annual donors giving between \$3,000 and \$24,999. The Associate Director of Annual Giving will closely coordinate both individual prospect activity and overall annual giving program strategies with the Annual Fund Manager and the Director of Major Gifts. The effective candidate will drive growth and help to sustain the long-term stability of the Master Chorale by retaining and expanding the organization's community of annual donors.

## Essential Duties, Responsibilities and Functions:

- Meet or exceed an annual contributed revenue goal developed collaboratively with the VP of Advancement and VP of Finance/Chief Financial Officer as part of the organization's budgeting process.
- Manage a portfolio of at least 75 leadership annual donors (\$3,000 - \$24,999), with a focus on qualifying those prospects with the capacity to make a major gift. The Master Chorale defines a major gift as a gift of \$50,000 or more payable over up to five years that supports established philanthropic priorities that are both current use and endowment.
- In partnership with the Annual Fund Manager, adopt separate retention, upgrade, and acquisition goals for each annual giving level (\$99 - \$24,999)
- Achieve annual giving goals for the following metrics based on historical support, current support, and targeted growth:
  - Number of new donors acquired (e.g. an identified percentage of ticket buyers)
  - Number of lapsed donors reactivated (e.g. an identified percentage of donors who have not given for two or more years)
  - Dollars raised (e.g. An increase of an identified percentage per year)
- Assess and realign annual donor benefits to offer deeper engagement with the philanthropic impact of the group's support.
- Plan and execute member events in collaboration with Advancement and Production staff.
- Be proficient with the Master Chorale's patron-management system, Tessitura, including data entry, list pulling and analysis.
- Participate in regular prospect coordination and fundraising progress reviews.
- Supervise Annual Fund Manager.
- Attend Master Chorale concerts and events.
- Other duties as assigned.

## Education, Experience, Knowledge and Key Skills:

- Bachelor's degree from an accredited college or university, preferably in English, Arts Administration or a related field.

- Minimum 5 years directly related fundraising experience in arts and culture, social services, medical, or higher education.
- Proven ability to maintain and grow an annual giving program of \$300,000+.
- Superior interpersonal skills, excellent communication skills, and proven donor relations experience.
- Strong analytical skills; ability to develop and apply data in service to fundraising strategies and program growth.
- Excellent organizational skills. Demonstrated ability to set goals and organize workload to meet project timelines and deadlines.
- High attention to detail.
- Maintain organization's confidentiality requirements with regard to patron information, including exercising discretion, managing information distribution controls, secure filing and disposal, and records retention and storage.
- Maintain current knowledge of organizational and departmental policies and procedures.
- Experience with Tessitura required.

**Compensation:** \$70,000 - \$90,000 based on qualifications and experience. Excellent benefits will be provided.

**Application Process:** Please submit a cover letter specifying how your experience relates to this position with the L.A. Master Chorale and a current résumé. Please attach documents in .pdf or .doc format. Submit application materials at <https://lamasterchorale.org/jobs-internships>

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