

## JOB DESCRIPTION

**JOB TITLE:** ANNUAL FUND MANAGER  
**REPORTS TO:** DIRECTOR OF DEVELOPMENT  
**DEPARTMENT:** DEVELOPMENT  
**FLSA CODE:** EXEMPT  
**PAY TYPE:** SALARIED  
**STATUS:** FULL TIME

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### JOB PURPOSE

The Annual Fund Manager (AFM) works closely with the Director of Development to develop and implement a comprehensive fundraising plan that identifies, cultivates, solicitates, and stewards those donors who support the Annual Fund, Special Events, Program-Specific Giving (Humphreys School of Musical Theatre and The River), and the Capital Campaign. They ensure all giving campaigns are professionally executed and uphold the mission, vision, and values of the organization.

The AFM is the primary liaison between marketing and development, participates in Institutional Advancement (IA) efforts, and manages the development portion of IA communications calendar. Works closely with the Manager of Donor Stewardship for the annual roll-out of donor benefits communications (specifically for the Friend through Stage Door Circle member benefits) and manages all donor segmentation/list building. The AFM will manage all direct response efforts to include an annual telefunding campaign and manages the relationship with the telefunding vendor.

### DUTIES AND RESPONSIBILITIES

- Manage a large portfolio of donors (3-5K households) typically giving under \$3,000 annually, but who together represent more than \$1MM in contributed revenue, annually. Maintain donor listings for this portfolio.
- Manage the TUTS Direct Response program:
  - Plan and Execute campaigns for all TUTS initiatives and programs resulting in ~20-25 highly targeted efforts per year that include:
    - Season kick-off
    - End of calendar year
    - Subscription renewal
    - End of season
    - End of fiscal year, and
    - All program-specific giving campaigns (River, HSMT, etc.)

HR.JD.2021

Theatre Under The Stars provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, Theatre Under The Stars complies with applicable state and local laws governing nondiscrimination in employment. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

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- Campaign segmentation, communications calendar planning and scheduling with Marketing and IA
- Coordinate with Marketing on the deployment of assets via email, direct mail, website, text messaging, and social media
- Provide source codes and communication schedules to Development Operations for gift attribution
- Manages all donor acquisition efforts, primarily through Telefunding vendor
- Attends the annual Gala and participate in executing duties as assigned/requested for the success of the event.
- Attend all major stewardship events and receptions to support Development Team and is an active participant in performance duty when the company is in show.
- Attend meetings of the Board of Directors as needed.
- Manage budget for areas of responsibilities.
- Complete other duties as assigned by supervisor and Executive Director.

## QUALIFICATIONS

- Minimum 3 years fundraising experience for performing or visual arts organizations.
- Tessitura Power User
  - Deep knowledge of gift entry
  - Highly skilled in list creation/pulls
  - Experience working within the Tessitura plans module
  - Demonstrated ability to create reports within Tessitura.
  - Understanding of Tessitura Analytics.
- Strong commitment to exemplary customer service and to working with diverse groups in terms of gender expression, race, sexual orientation, religion, ability, age, class, and immigration status.
- Exceptional written communication skills are mandatory with demonstrated ability in creating donor-centered solicitations for both digital and print delivery.
- Ability to solve problems with creativity and efficiency and demonstrates exemplary attention to detail and accuracy.
- Excellent planning and organizational skills with the ability to manage multiple priorities while ensuring work is completed in a timely and productive manner.
- Knowledge of Windows products, including Word and Excel.
- Minimum 3+ years of experience working with print vendors and mail houses.
- Ability to work in a fast-paced environment while maintaining healthy relationships with co-workers.
- Ability to maintain confidentiality.