



## **DEVELOPMENT DIRECTOR POSITION**

### **OVERVIEW**

As we prepare to launch our second in-person season under Artistic Director Susan E. Evans, we are seeking an experienced development director to build our fundraising capacity in a post-COVID era.

The full-time development director of this beloved, volunteer-powered theater is responsible for planning and executing Live Arts' year-round fundraising program, including leadership gift solicitation in partnership with the executive directors, annual giving, sponsorships, grants, fundraising events, and planned giving—with support from the staff and Board of Directors.

The development director reports to the executive director and manages a development administrator who handles donor recognition and data management. Marketing support is provided by the marketing and design coordinator.

### **ESSENTIAL DUTIES & RESPONSIBILITIES**

#### Development Planning & Infrastructure

- Create a strategic, data-driven development plan that leverages Live Arts' existing donor base, expands its pool of charitable support, and builds a culture of philanthropy within the organization.
- Build out the scaffolding for an expanded, sustainable, organization-wide development program.
- Serve as the staff liaison to the Board Development Committee.

#### Leadership Gifts

- Create a leadership gift plan that addresses prospect qualification, cultivation, solicitation, and stewardship in partnership with the executive director.
- Team with the executive director to strategically match donor interests with institutional priorities, develop funding proposals, and structure leadership gifts.
- Prepare briefings, stewardship plans, and other correspondence for prospects in close partnership with the executive director.
- Maintain in-depth knowledge of Live Arts' fundraising priorities, including mainstage productions, education programs, DEI initiatives, lighting upgrades,

and the new works festival.

#### Annual Giving

- Create an annual fund plan based on donor giving patterns and capacity. Include annual goals for personal outreach and giving outcomes.
- Implement annual giving campaigns to reach and exceed annual targets while strengthening donor relations.
- Enlist staff, Board, and volunteers to make donor thank you calls within days of every gift.

#### Sponsorships and Advertising

- Identify the unique sponsorship opportunities in each season—including plays, education programs, financial aid, spaces, guilds, pay-what-you-can program, and DEI initiatives.
- Meet the sponsorship revenue goal by identifying sponsor prospects, presenting a custom proposal, securing the sponsorship, and stewarding the relationship throughout the year.
- Secure playbill advertisements (considered “earned income”) outside of sponsorships for the season and/or individual plays.
- Coordinate with marketing and design coordinator to ensure proper sponsor recognition and ad placements in traditional and electronic marketing materials.

#### Grant Writing

- Research prospective local, regional, state, and national opportunities for operating and capital grants each year.
- Meet the grant revenue goal by writing and submitting compelling grant applications with support from the executive director and program managers.
- Submit grant reports in a timely manner.

#### Event and Volunteer Management

- Propose fundraising events that reflect Live Arts’ wildly inventive brand, engage volunteers in fun and meaningful ways, and contribute to the bottom line.
- Host donor recognition/cultivation events tied to play openings.
- Work with the volunteer coordinator to recruit volunteer chairs and committees for each event.
- Work closely with event committees to plan and execute the events and meet the fundraising target.

#### Planned Giving

- Design and launch a planned giving program.

#### Prospect Reporting and Monitoring

- Identify, cultivate, solicit, and steward prospects in the pool.
- Ensure the timely recording and recognition of donor gifts in collaboration with the Development administrator.

- Follow best practices set by the Association of Donor Relations Professionals (ADRP) and informed by DEI values in donor relations policies and practices.

## **QUALIFICATIONS**

### **Attributes & Skills**

- A team player with a strong track record of securing significant gifts and philanthropic commitments at increasing levels.
- High emotional intelligence and an ability to build trusting relationships. Adept at managing complex relationships, preferably in an arts setting.
- Knowledge of the Charlottesville community.
- An appreciation for Live Arts' mission, eclectic programming, and legacy as a volunteer-powered community theater.
- A demonstrated ability to work well under pressure, successfully manage multiple projects, meet deadlines, and adapt to changing priorities and needs.
- A goal-oriented, strategic thinker with strong organization skills.
- An abiding commitment to advancing diversity, equity, and inclusion at Live Arts and in the community.
- Working knowledge of Salesforce CRM preferred

### **Required Qualifications**

- Bachelor's degree or higher
- At least three years of professional fundraising experience
- Excellent written and oral communication skills
- Budget and/or financial management experience
- Grant writing experience
- Computer competency, including Microsoft Office and Google Docs
- Willingness to work evenings and weekends, as needed

## **COMPENSATION AND BENEFITS**

This is a full-time, exempt position. The salary range is \$55,000-60,000, based on experience. Annual benefits include medical and dental insurance, 20 days of PTO, nine paid holidays, complimentary tickets, and subsidized parking.

## **ABOUT LIVE ARTS**

Powered by more than 1,200 volunteers, Live Arts is a national model for engaged community theater. For more than three decades, we've dedicated ourselves to the mission of "forging theater and community" in Charlottesville. Our engagement in local communities runs deep, and we happily attract participants and audiences from across Central Virginia. We're known for exceptionally high caliber productions that reflect the remarkable talent of our volunteer actors and production teams.

We are the anchor tenant in a four-story performance space in the heart of downtown Charlottesville.

**TO APPLY**

Applicants should email a cover letter and resume to Executive Director Anne Hunter at [anne@livearts.org](mailto:anne@livearts.org) **by Friday, July 8, 2022**. Review of applications will begin immediately. The position will remain open until filled. Live Arts is an Equal Opportunity Employer. BIPOC candidates are strongly encouraged to apply.