

Manager of Individual Giving

Full time, exempt position

Compensation: \$65,000 - \$70,000 annual salary

ABOUT THE ROLE

Manager of Individual Giving (MIG) is a key member of The Vineyard's development team, reporting to the Director of External Affairs. Responsible for over \$1 Million in annual contributed revenue, the MIG is a fundraiser focused on creating a pathway for individuals to grow in loyalty from single ticket buyers into major donors, potential Board members, and advocates for the organization. This role will also execute event planning in collaboration with the Development Coordinator. The MIG will work to engage patrons through both traditional and digital methods at all levels of the donor ladder.

After over 30 years in its home on 15th Street in Union Square, Vineyard Theatre's Board of Directors have embarked on the quiet phase of a 40th Anniversary Capacity Building and Capital Campaign which will launch publicly in early 2025. The campaign will support artistic opportunity and innovation, audience experience and expansion, as well as human capital and financial capacity building – including the transformation of the organization's facility, which it owns outright. The MIG will partner with the Director of External Affairs, Managing Director, Artistic Directors, campaign consultants, and the Board's Development Committee to champion this campaign within the Vineyard's rapidly growing community of funders.

Responsibilities:

Conceive, craft narrative for, and execute all individual giving campaigns, their appeals and solicitations, including, but not limited to:

- Calendar Year End and Fiscal Year End Campaigns including direct mail and digital solicitation for Maker Memberships (\$1,800-\$5,000 donors), increasing giving with this loyal segment through in person asks and cultivation as well intimate production-related group events.
- Track patron behavior to identify other time-based giving and crafting bespoke campaigns to respond to changing trends

Support Individual Giving Campaigns for Major Gifts and Capital Campaign Giving including:

- Artistic Directors' Circle asks (\$10,000-\$50,000) in partnership with Director of External Affairs, Managing Director and Artistic Directors
- Solicitations for the Capital and Capacity-Building Campaign in partnership with Managing Director and Artistic Directors
- Conduct prospect research

Sustain data integrity and make best use of CRM (Spektrix) to identify prospects at all gift levels.

- Pull prospective donor lists for all campaigns and set giving targets.
- Utilize moves management tools to grow loyalty across giving levels.
- Identify and track major gift prospects with the Director of External Affairs and executive leadership.

Develop and execute fundraising event strategy with Development Coordinator, from intimate cocktail receptions and talkbacks through the annual Gala of 250+ guests, as well as hybrid/digital events; also partners with the Box Office to satisfy ticket requests of Makers and other donors.

Help support and manage the Board of Directors in their ongoing fundraising efforts.

- Support Board Meeting preparations.
- Plan an active role in the Board Development Committees

Lead and manage donor stewardship efforts by building personal relationships with donors and prospects (i.e. greeting patrons at performances at performance venues, making regular and ongoing donor phone calls and email communications, and through individual in person and digital cultivation).

Work responsibilities will require some night and weekend hours during production periods and for other occasional special events.

Competencies and Qualifications:

- Bachelor or Masters degree in theatre, economics, English, arts administration, or a related field or equivalent experience and 2-4 years of progressive responsibility and leadership roles with success in fundraising.
- A successful applicant will be able to demonstrate a commitment to equity, diversity, and inclusion in their work and willingness to contribute to department-specific and organization-wide anti-racism efforts at The Vineyard.
- Excellent writing and verbal communication skills.
- Strong empathy skills and the ability to easily connect to others.
- Skill in customer relationship management database use, preferably Spektrix, or other program of similar complexity.
- Track record of working well in teams, high level of detail and project management in past work.

Compensation Range: Starting at \$65,000 - \$70,000 base annual salary, or commensurate with experience

This is a full time exempt position. Full time benefits include health insurance (100% covered by Vineyard Theatre), vision and dental insurance (employee contributes), 10 days vacation, 5 day full office closure around July 4 holiday (does not count towards vacation), 11 staff holidays,

401k plan with 1% match after one year of service, life insurance, and commuter benefit packages. Current Vineyard staff policy includes working 3 out of 5 days in the office when not in production and 4 out of 5 days in the office during active producing periods, and remaining days from home.

Vineyard Theatre is an equal opportunity employer and encourages women, people of color, people with disabilities, transgender or gender non-conforming individuals to apply. All Vineyard Theatre staff members participate in weekly anti-racism work as individuals, and as a team.

Vineyard Theatre is a fully vaccinated workplace. Full vaccination is required of all employees with exemptions made for sincerely held religious beliefs and medical exemptions.

TO APPLY: Send a cover letter, and resume to development@vineyardtheatre.org and write **Manager of Individual Giving** and your **last name** in the subject line.