



Job Description | Annual Fund Manager

Department: Development
Reports to: Director of Development
Salary: \$42,000 based on experience, full-time

The **Virginia Arts Festival** is a Norfolk, Virginia-based non-profit arts-presenting organization that serves southeastern Virginia, offering performances during the spring and throughout the year. Virginia Arts Festival performances have included:

- International and national ballet, modern, contemporary, and ethnic dance companies
- World-renowned soloists and ensembles in musical genres including classical, jazz, world, folk, rock, blues, bluegrass, country, and pop
- Opera, theater, and other staged productions
- The Virginia International Tattoo
- Other collaborative productions with local arts organizations

The Virginia Arts Festival reaches more than 100,000 people, students, and visitors to Hampton Roads annually through 74-plus performances (some free) in 20-plus venues. The VAF education outreach program coordinates over 100 education events each year in 21 different school districts, with more than 18,000 students receiving financial assistance to participate.

General Summary

The **Annual Fund Manager** is responsible for developing, executing, and managing a comprehensive multi-channel annual giving program that utilizes industry-best practices and a data-driven approach.

The annual giving program includes leadership and staff giving, peer-to-peer solicitation, giving days, direct mail, digital, email, and social media communication and more. Reporting to and working directly with the Director of Development, the ideal candidate will create and implement a plan that cultivates, solicits, acknowledges, and stewards donors to maximize retention and increase overall giving. The Annual Fund Manager will also play a vital role in growing the individual donor base while moving new supporters into an annual cycle of giving.

General Objectives of this Role

- Work in collaboration with the Director of Development to establish short- and long-term annual giving goals, objectives, and metrics for success
- With the Director, develop and implement plan for donor communications and stewardship of all donor segments including: annual fund, mid-level, and special event supporters
- Act as the primary project manager for the annual gift renewal, direct mail, and online fundraising campaigns, focusing on increasing the number of annual donors and dollars raised
- In partnership with the Development Operations Manager:
 - Analyze and report performance of renewal and acquisition campaigns, online solicitations, and other fundraising initiatives utilizing analytics to refine and improve strategies and identify opportunities
 - Oversee the stewardship plan and process

- Build and manage a small portfolio of individual donors, cultivate relationships, solicit gifts, and steward recurring donors
- Support updating portfolios for Festival Leadership, Board members and volunteer fundraisers
- Work with Director and General Manager in developing content and collateral for individual donors, including appeals, donor recognition, and presentations; as well as campaign FAQs and toolkits for volunteer fundraisers and staff
- Work with Ops Manager to ensure adherence to gift acceptance, gift counting, and gift processing policies and procedures

Management and Administration

- Participate in the creation of the annual fund work plan and multi-year event planning as a strategic tool for the Development Department
- Work closely with the Special Events Coordinator and Ops Manager
- Participate in diverse tasks in support of the Development Department including: manage, implement, and track development emails to donors, including: acknowledgements, solicitations, and updates
- In coordination with the Marketing team, create, track, and implement social media schedule and materials, and maintain and update information on the Development portion of VAF website
- Act as back-up for the Ops Manager with gift and data entry in Tessitura, including credit card processing, reporting, and thank you letters

Donor Relations

- Assists in a full range of activities associated with individual donors to include solicitations, stewardship, recognition events and cultivation activities
- Support the Board of Directors as directed by the Director of Development
- Compile and edit articles for donor communications, create wrap-up books, administer creative requests

Additional Duties as Assigned

The Virginia Arts Festival staff work in a team-oriented atmosphere. The goals of individual departments and individual employees are always pursued in the service of the overall goals of the Festival.

Work Schedule

Virginia Arts Festival office hours are from 9 a.m. to 5 p.m. However, due to the nature of VAF, a typical work schedule will extend beyond the traditional office hours to include evening and weekend activities – particularly in the period immediately before and during the Festival (March through June).

Qualifications

- Energetic, friendly and tactful
- Able to work effectively and collaboratively with colleagues throughout the organization as well as external customers, volunteers, and vendors
- Knowledge of multi-channel fundraising techniques and strategies for identification, cultivation and stewardship of donors
- Strong oral and written communication skills with attention to detail and nuance
- Demonstrated ability to create and manage multiple projects and timelines
- Demonstrated track record of developing and executing successful annual fundraising strategies; well versed in direct mail and digital solicitation best practices and implementation
- Self-starter and able to work independently and under pressure while managing multiple priorities, projects and deadlines
- Strong analytical and problem-solving skills with high-level attention to detail
- Willingness to take initiative on new projects
- Ability to maintain confidentiality and follow privacy protocols.
- Ability to work flexible hours, including evenings and weekends
- Ability to lift, move, or transport 35+ pounds

Experience/Proficiencies

- An experienced fund-raising professional with a minimum 3-5 years of experience in successfully implementing special events, direct mail, online fundraising
- Proven track record of exceeding fundraising goals
- Tessitura experience a plus
- TIPS Training, will be provided by VAF
- Social Media experience highly desirable
- Microsoft Suite, Canva, Adobe Creative Suite (including Illustrator and Photoshop) experience

Additional Requirements

All Virginia Arts Festival employees must be fully vaccinated against COVID-19.

Please send cover letter, resume, and three references to afilervogt@vafest.org.

No phone calls please. Recruitment will continue until the position is filled.