

Director of Annual Giving Laguna Playhouse

Date: 12/2/2009

Job Title: Director of Annual Giving

Mission: "Enriching Lives through Theatre"

About the Organization: The Laguna Playhouse, a nationally acclaimed, professional theatre based in Laguna Beach, California, is searching for a Director of Annual Giving, to support the Development Department's fundraising efforts. This senior position will work in partnership with The Development Director, Playhouse executive staff and an engaged and generous Board of Directors, to expand strategic initiatives in support of an exemplary tradition of high artistic standards, strong connection to the community, and successful engagement of loyal and growing audiences.

Laguna Playhouse's mission, "*Enriching Lives through Theater*," is enhanced by its dedication to the core values of creating productions of the highest quality, commitment to integrity, dedication to fiscal responsibility and providing a professional environment for its staff, artists and volunteers.

With an annual budget of \$5,039,608, the Playhouse produces an annual mainstage season of five plays plus a special holiday offering, attracts a strong base of 6,200 subscribers, and an audience of over 100,000 annually.

Complementing the Playhouse's mainstage programming is a wide range of education and outreach programs that have helped the organization earn its place as a central player in the life of the Laguna Beach community. At the same time, the Playhouse has attracted national attention for its work in this arena, including designation of The Laguna Playhouse's Youth Theatre as "Outstanding Children's Theatre" by the American Alliance for Theatre and Education. Now offering two fully-mounted productions annually on the Moulton Theatre stage, the Youth Theatre also tours a production each year to more than 20 schools and more than 5,000 students.

Approximately sixty percent of the Playhouse's annual operating income is generated through ticket sales and other earned income. The balance of \$1,186,000 is raised through gifts from individuals, corporations, foundations and government grants. In addition to the generosity of individuals from the region, Laguna Playhouse benefits from the support of such prestigious local and national funders as the James Irvine Foundation, Weingart Foundation, Shubert Foundation, Ueberroth Family Foundation, and US Bank, among others.

Touted as a leading cultural treasure in Laguna Beach, the Playhouse has grown to become a vital component in the fabric of the community, providing high quality productions for audiences of all ages and enhancing the city's luster as one of the nation's most appealing tourist destinations.

About the Position: The Director of Annual Giving is responsible for managing and implementing the Playhouse's mid-level annual giving campaign, which is focused on gaining financial support from donors of \$500 to \$5,000 including individuals, corporations and businesses, and social and civic organizations throughout Orange County/Southern California. As a crucial member of the Development team, the Director of Annual Giving is under the direction of the Director of Development and is supported by a full time Development Assistant and a part time grant writer. The Director of Annual Giving is responsible for achieving monthly, quarterly and annual fundraising objectives, as guided by the Development Director and theatre's annual operations plan.

Responsibilities include the following:

*With the Director of Development, assist in developing and implementing the theatre's fundraising plan for solicitation of annual contributions from individual and corporate resources with mid-to-high level financial potential;

*Work closely and diplomatically with all Playhouse staff, including community outreach, education, marketing, patron services departments and board members;

*Identify and research prospective individual and corporate donors and develop effective strategies for cultivation and solicitation; manage prospect strategies, interactions and follow through with professionalism and efficiency;

- *Utilize moves-management practices to produce a detailed and timely flow of personalized donor appeals through opportunities such as Playhouse publications, telephone solicitations, direct mail, individual meetings and custom proposals; perform timely and appropriate follow up;
- *Produce compelling and effective letters, funding proposals and reports; create and maintain orderly files and records; record accurate information on donors and prospects in Playhouse database;
- *Manage the annual direct mail campaign(s) by creating the direct mail appeal(s), supervise mailing house personnel or production of inhouse mailing, coordinate efforts with Marketing Director and telefunding staff;
- *With the Director of Development, Playhouse staff and volunteer, support fundraising activities of Playhouse support groups, such as Playhouse Women and Playhouse Parents;
- *Oversee the theatre's donor recognition efforts, maintaining the Donor Wall, donor lists and program rosters, ensuring Playhouse donors enjoy high quality customer service;
- *Supervise the Development Assistant, in support of department activities;
- *Work effectively with Director of Development and theatre staff to plan and execute Opening Nights, fundraising events, 90th Anniversary activities, Board hosted meetings and activities.

Qualifications: Knowledge, skills and aptitude necessary to be successful:

Successful candidates will have strong experience in annual fundraising efforts with individual and corporate donors, preferably in an arts organization. S/he will be an effective representative of the organization and the art of theatre, and an excellent communicator with strong verbal, written and interpersonal skills; must be self motivated, detail and goal oriented, work effectively both within a team and in self-directed situations; manage multiple projects and plan work to maximize efficiency; professionally communicate and follow through with donors, staff and Board to maintain positive personal relationships in a broad range of situations; respect the confidentiality of Laguna Playhouse's donors, systems and files. Competency in the use of in-house software programs – Experience with Tessitura preferred, MS Office, Outlook and others as necessary. This position requires the capacity to work weekends and evenings. A working knowledge of Laguna Playhouse's mission and programming is required.

The Laguna Playhouse will consider applicants with college degrees who have a clear track record of success in cultivating and soliciting major support from corporations and individual philanthropists. The successful candidate must have five to seven years of experience in progressively responsible fund raising positions, including supervisory experience and direct responsibility for cultivating, soliciting and stewarding gifts of \$3,000 or more.

Compensation: The Laguna Playhouse offers a competitive compensation package including a salary commensurate with the skills and experience that this position requires. The range of benefits includes medical and dental coverage with expense shared by employee and company; 401(k) pension plan; parking; paid vacation and sick leave; and nine paid holidays.

To Apply / Contact Information: The Laguna Playhouse welcomes qualified applications from experienced candidates; please forward letters of inquiry, resumes and three references to:

Amy Larson, Development Director
 The Laguna Playhouse
 P.O. Box 1747
 Laguna Beach, CA 92652
Preferred - Email: alarson@lagunaplayhouse.com
 No phone calls, please

The Laguna Playhouse is an equal opportunity employer.

Deadline: N/A