Wichita Symphony Society

Director of Development

Summary Description

In collaboration with the Chief Executive Officer, Marketing and Public Relations Manager, and the Board of Directors, the Director of Development will create, manage, and implement strategies for cultivating patron donations and engagement with the Wichita Symphony Orchestra. This position seeks to build a cooperative and collaborative team relationship between executive, marketing, and development personnel with the recognition that the value of patron engagement is the sum total of both earned and contributed revenue.

The primary goals of the position are to increase contributed revenue to the Symphony together with broadening and deepening audience engagement with the Symphony’s varied portfolio of performances and educational work. The Director of Development will participate in comprehensive team efforts to move patrons along the continuum of participation and loyalty beginning with their first experiences with the Symphony as Tryers, to advancement as Buyers of season tickets, and eventually to becoming Patron Donors. A critical goal will be to reduce churn rates (people who attend or donate once and never come back) that are known to affect Symphonies everywhere and compromise their long term sustainability.

Specific Duties

Duties and tasks will include, but not be limited to the following:

- Partner with CEO and Development Committee to drive fundraising activity and personal engagement with the Symphony’s top prospects.
- Work with CEO and Development Committee to manage and improve effectiveness of the Board of Director’s fundraising activities.
- Develop and implement long and short-term strategies for fundraising.
- Manage Annual Fund Campaign.
- Plan and/or provide support for special patron events that deepen the Symphony’s relationships with its patrons and contribute to fundraising efforts.
• Design and implement a Business Council Campaign that engages local business, and which includes season ticket purchases, program book advertising, and contributed revenue.
• Partner with CEO and Board of Directors in developing and cultivating concert sponsorship support with individual patrons, businesses, foundations and corporations.
• Engage with patrons and audience members at performances and throughout the community.
• Conduct surveys, collect stories, and convey patron sentiments that support the mission and provide helpful feedback to Board and Management.
• With Marketing Manager, strategize engagement actions for first-time attendees.
• Analysis and Planning: Synthesize patron data to create advancement plans and develop strategies for enhancing revenue through contributions and patron engagement. Prepare and monitor revenue and expense budgets; provide accurate reporting, analysis, and integration of data; oversee the maintenance and integrity patron, donor, and prospect records.
• Develop, cultivate, and enhance the Symphony’s relationships in the community. Serve as liaison to patron groups, i.e. Women’s Association of the Wichita Symphony Orchestra, and with external cultural, professional, and community organizations, such as the Young Professionals of Wichita, Rotary Club, and others.
• Assist with and/or write grant applications and proposal preparations as directed by CEO.
• Staff and assist with Board and Development Committee meetings.
• Other assignments as needed and determined by the CEO.

Measurable Metrics

Successful implementation of patron development and loyalty strategies will be measured in specific ways including:

• Improved donor retention.
• Measurable increase of contributed revenue and the number of contributors to the Symphony.
• Conversion of single ticket buyers and subscribers into donors.
• Measurable progress of patrons along the continuum of engagement and loyalty development.
• Increased engagement with Wichita’s corporate and business community.
• Increased active Board participation in donor and prospect development and relationship building.

Candidate Requirements

• Bachelor’s degree a minimum educational requirement, preferably in the performing or visual arts, communications, public relations, or arts administration. Master’s degree preferred. Fundraising certification a strong plus. Knowledge of and appreciation for classical music and philanthropy is essential for success as is the ability to communicate why a symphony orchestra is important and relevant to a community.
• A minimum of five years of experience in development, marketing or customer relations with demonstrated record of relationship building and philanthropic success.
• Strong Microsoft Office and database skills with knowledge of CRM systems.
• Must have outstanding communication skills with the ability to speak and write clearly. Ability to set priorities, multi-task and manage deadlines. Need to be results driven individual.
• Ability to work both independently and as a member of a team.
• Demonstrates strong initiative and self-starter qualities. Must be a flexible and creative individual.
• This position will require relationship building with constituencies, patrons, and prospects outside of the Symphony office. The Director of Development must be willing to engage and interact with a diverse public and constituencies on a daily basis. An enthusiastic and outgoing individual with a positive and optimistic outlook on life, and who is not discouraged by temporary setbacks or rejections, are essential qualities for success and happiness in this environment.
• Must be willing and able to work at all performances and patron events. This requires work on weekends and evenings outside of regular office hours during the concert season.

Compensation and Benefits
Salary commensurate with experience and within the Symphony’s capacity. Benefits include paid vacation: Employee Group Medical Plan, with spouse and dependent coverage available at employee expense; free parking; reimbursement of mileage for Society related business at applicable rate; six days annual sick leave accruable up to a maximum of 30 days.

To Apply:
Send resume, cover letter citing qualifications and interest in the position, salary history, and three references to:

    Don Reinhold
    Chief Executive Officer
    Wichita Symphony Orchestra
    Century II Concert Hall
    225 West Douglas, Suite 207
    Wichita, KS 67202

Electronic submissions are encouraged to: dreinhold@wso.org. Please put your “last name _ donor development director” in e-mail subject line.

The Wichita Symphony is an equal opportunity employer.

For more information about the Wichita Symphony, visit our website at www.wichitasymphony.org.