



DIRECTOR OF INDIVIDUAL GIVING

JOB DESCRIPTION

May 2023

Job Title: Director of Individual Giving

Department: Development

Reports to: Chief Development Officer

About the Playhouse: The Tony-Award winning Pasadena Playhouse is one of the top regional theaters in the country and the official State Theater of California. Under the leadership of Producing Artistic Director Danny Feldman, it presents a full season of artistically innovative productions and engaging educational outreach activities to nearly 150,000 Southern California residents annually in two spaces: the 643-seat main stage theater and the 99-seat flexible Carrie Hamilton Theater. By focusing on the creation of great productions, the expansion of educational and outreach programs, the development of new plays, and the creation of innovative programs, the Playhouse will continue to be a leader in the industry.

About the Position: The Director of Individual Giving (DIG) reports to the Chief Development Officer and oversees the Playhouse's individual and annual giving programs. This role is charged with managing a portfolio of individuals totaling \$1M+, meeting fundraising goals and contributing to the overall growth of individual giving and major gifts. This individual will need to integrate efforts across many departments, including marketing, education and finance.

The DIG is a leadership role within the Playhouse and will work closely with the Chief Development Officer (CDO) and the Development team, the Producing Artistic Director, other senior staff, Trustees and volunteers to effectively grow the organization. There is also ample opportunity for growth in responsibility, title and compensation, based on the DIG's ability to increase contributed revenue.

This is an exempt position that requires many evening and weekend responsibilities.

Responsibilities:

- Individual and Major Gifts Portfolio (80%)
 - Manage a portfolio of top donors while also building a pipeline of new prospects for each category:
 - Honorary Producers (\$25K+) underwriting specific productions.
 - Backstage Society (\$10K+) members who enjoy four artistic donor events every year.
 - Premier (\$2,500+) and Spotlight (\$5K+) members who make up most of the Opening Night subscribers.
 - Red Carpet (\$1K+) members and moving this portfolio up.
 - Working evenings and weekends, often when donors are available, especially during events.



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- Collaborate on events including:
 - Working in concert with the Assistant Director of Special Events on all donor and Board events.
 - Working with the Development team on the planning, production and fundraising for the House Party, Pasadena Playhouse's annual gala
- Develop a pipeline of new funders:
 - Identify prospects that align with Playhouse priorities, particularly in the fields of musical development and arts education.
 - Deftly manage donor relationships with tact and diplomacy, while at the same time moving toward asks with aggressive fundraising goals in mind.
- Campaigns and the Annual Fund (20%)
 - Develop a plan and lead execution of three annual fund campaigns over the fiscal year (end of calendar year, spring renewal season and end of fiscal year) and working with the Assistant Director of Development Communications and marketing department on direct mail, email and social strategies.
 - Build out a mailing system to trigger membership renewals for \$250-\$2,500 level donors.
- Department Operations
 - With the CDO, help build department culture.
 - Help manage development operations such as budgeting, automating the acknowledgement process, database hygiene, and wealth screening automation.
 - Other duties as assigned.

Qualifications/Experience:

- 6-8 years of fundraising experience, and demonstrated success in change management or building portfolios or systems a significant plus.
- A proven track record of increasing contributed revenue. Success in sales or business development will be considered in lieu of nonprofit fundraising experience.
- Demonstrated success in building long-term relationships with donors, regardless of gift size.
- Familiarity with the Pasadena philanthropic community a plus.
- Willingness to meet the donor where they are.
- Proficiency in G-Suites and Microsoft applications.

Competencies:

- Kaizen and growth mindsets.
- Prefers building and improving, rather than the status quo.



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- Plays well with others.
- Dedicated to excellence.
- Proactive.
- Accountable.
- Interest in high workload translating into high reward.

Working Conditions: There are no major sources of discomfort and the Playhouse is a standard office environment with regular exposure to video terminal displays. The noise level in the work environment is usually quiet. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The DIG is occasionally required to lift or move up to 15 pounds.

Compensation: Compensation is \$90,000 (Salaried and Exempt). Benefits package includes medical, dental, life insurance coverage, vision, PTO and a 403(b) plan. Start date is immediate.

How To Apply: Research shows that members of underrepresented groups often apply to jobs only if they meet 100% of the qualifications. The Playhouse recognizes very few individuals ever meet 100% of the qualifications for any given role; therefore we encourage candidates with some or most of the qualifications to apply.

Please email a cover letter and resume in one PDF to DevelopmentJobs@pasadenaplayhouse.org with "DIG" in the subject line.

We work to maintain a positive environment for our employees, where people can learn, grow and thrive with the company. We strive to provide a collaborative, creative, transparent workplace where each person feels encouraged to contribute to our processes, decisions, planning and culture. Pasadena Playhouse is an Equal Opportunity Employer.