

## ASSISTANT DIRECTOR OF INDIVIDUAL GIVING

### JOB DESCRIPTION

June 2024

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**Job Title:** Assistant Director of Individual Giving

**Department:** Development

**Reports to:** Chief Development Officer

**About the Playhouse:** Pasadena Playhouse makes theater for everyone. As the official State Theater of California, our mission is to enrich people's lives through theater and programs in order to reflect its local and state-wide communities. Founded in 1917, the Playhouse understands the gravity of its responsibility to represent California's diverse population and their stories, and we program our season with this at the forefront of our decision making.

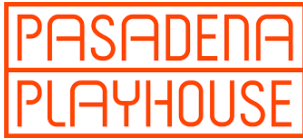
Under the leadership of Producing Artistic Director Danny Feldman, the Playhouse presents a full season of artistically innovative productions and engaging educational outreach activities to nearly 150,000 Southern California residents annually in two spaces: the 643-seat main stage theater and the 99-seat 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:** Pasadena Playhouse is looking for an Assistant Director of Individual Giving (ADIG) to expand the theater's major donor program as the Playhouse enters a new phase of growth. This is an exciting opportunity for a closer and proven major gifts officer as the Playhouse embraces its role as the State Theater and expands our artistic programming, geographic impact and audiences to include children and the very young. The Playhouse also anticipates conceiving, planning and executing a major capital campaign in which this position will have a major role.

The ADIG reports to the Chief Development Officer and oversees a portfolio of individuals and family foundations totaling \$1M+. This individual will need to work closely with and integrate efforts across many departments, including marketing, education and finance, and will be focused on both moves management of existing donors as well as targeted and strategic acquisition of new donors.

This assistant director position 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 contributed revenue. There is ample opportunity for growth in responsibility, title and compensation, based on the candidate's ability to acquire new donors, re-engage lapsed households and build new philanthropic programs as appropriate.

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



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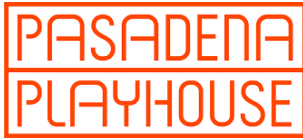
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#### Responsibilities:

- Individual and Major Gifts Portfolio (70%)
  - 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 a slate of curated donor events every year.
    - Spotlight (\$5K+) members who make up most of the Opening Night subscribers.
  - Work many evenings and weekends, often when donors are available.
  - Support donor events, including:
    - Collaborate with the Development and Marketing teams on the fundraising strategy for the annual House Party, especially the spring 2025 event celebrating the building's centennial.
    - Define event intentionality and goals, while working in concert with the Director of Special Events on all donor and Board events.
  - Develop a pipeline of new funders:
    - Identify prospects that align with Playhouse priorities, particularly in the fields of musical development and theater arts education.
    - Deftly manage donor relationships with tact, diplomacy, ethics and best practices, while at the same time undertaking cultivation and solicitations with aggressive fundraising goals in mind.
- Special Campaigns (20%)
  - Develop plans and lead execution of special fundraising campaigns:
    - Youth & Family donor circle to celebrate the Theater for Young Audience productions.
    - The American Musical Project donor circle and endowment.
    - The Gilmore Brown Society, Pasadena Playhouse's planned giving program.
  - Build a system to trigger membership renewals for \$250-\$2,500 level donors.
- Development Committee and Department Operations (10%)
  - With the CDO, build, lead and inspire the Board of Trustee's Development Committee.
  - Assist with development operations such as budgeting, benefits management, the acknowledgement process, database hygiene, and wealth screening.
  - Other duties as assigned.



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#### **Qualifications/Experience:**

- 5-7 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.
- CRM experience strongly preferred. Experience with Tessitura a plus.
- Familiarity with the Pasadena philanthropic community a plus.
- Proficiency in G-Suites and Microsoft applications.

#### **Competencies:**

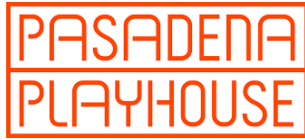
- Sales and hospitality mentality.
- Innovation.
- Reaches for the extraordinary.
- Kaizen and growth mindsets.
- Hungry; interest in high workload translating into high reward.
- Prefers building and improving, rather than the status quo.
- Proactive.
- Accountable.
- Collaborative style.

**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 Assistant Director of Individual Giving is occasionally required to lift or move up to 15 pounds.

**Compensation:** Compensation is \$75,000 - \$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](mailto:developmentjobs@pasadenaplayhouse.org) with "Assistant Director of Individual Giving" in the subject line.



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*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.*