

## **JOB DESCRIPTION**

**Position:** Associate Director of Development

**Department:** Development

**Apply To:** Gregg Gustafson ([ggustafson@mobilesymphony.org](mailto:ggustafson@mobilesymphony.org)) by Jan. 1, 2012

**Statement of the Job:** In conjunction with the Director of Development, responsible for acquiring, upgrading, renewing and servicing all annual fund donors and identifying and cultivating prospects for major gifts. Implements and manages annual giving program including direct mail, tele-funding and online campaigns, personal solicitation and cultivation, stewardship programs, donor events, membership benefits and fulfillment. Oversee gift entry, reporting, gift acknowledgement and benefit fulfillment. Provides financial and analytical reporting of contributed income.

### **Essential Functions:**

With the Director of Development, determine strategy and methodology for, execute and evaluate MSO annual fund campaign including personal solicitation, direct mail, tele-funding and online solicitation programs. Coordinate all annual fund renewal and acquisition efforts, benefit fulfillment and acknowledgment letters.

Maintain database, donor and sponsor files, enter and track gifts and maintain program book listings. Draft and revise donor correspondence.

Create analytical reports and provide regular contribution status updates on all levels of annual giving and other campaigns as directed. Coordinate calendar of events.

Evaluate changing direct response fundraising trends and technologies, formulate and implement new strategies that will result in greater donor productivity and the most efficient use possible of fundraising expense dollars.

Work closely with Director of Development, Volunteer Fund Raisers and others in the organization to carry out a coordinated strategy of institutional advancement for the Mobile Symphony Orchestra.

Attend meetings and events as required.

Assist with other fundraising activities as assigned by the Director of Development.

Process and record all incoming payments.

Other duties as assigned.

## **Relationships**

**Reports To:** Director of Development

**Interacts With:** Board Members  
Donors  
Volunteers  
Marketing Department  
Artistic Personnel  
Accountant

## **Requirements**

Extensive computer proficiency necessary (Word, Excel, Database Programs)

Excellent communication skills, both verbal and written

Ability to cultivate constituent relationships over time

Outstanding analytical skills

Background in development and/or direct response fundraising (1-2 years), including experience with direct mail, tele-funding and online fundraising planning, practices and techniques

Knowledge of analytics for response analysis, program evaluation and campaign planning

Strong critical thinking and organizational and skills

Ability to multi-task and meet deadlines

Ability to work independently and as part of a team

Work some evenings and weekends, as necessary