

**Actors Theatre of Louisville**

**DIRECTOR OF THE ANNUAL  
FUND**

**Posted February, 2020**

Position: Director of the Annual Fund  
Reports To: Chief External Relations Officer  
Direct Reports: Community Relations Manager, Foundation Manager, Development  
Coordinator  
Department: External Relations  
FLSA: Exempt

**About Actors Theatre of Louisville:**

Actors Theatre of Louisville, the State Theatre of Kentucky and home of the Humana Festival of New American Plays, invites applications for the position of Director of the Annual Fund. Actors Theatre's mission is to unlock human potential, build community and enrich quality of life by engaging people in theater that reflects the wonder and complexity of our time.

Actors Theatre is currently undergoing a major renaissance with Robert Barry Fleming, recently appointed Executive Artistic Director, and his vision for creating a sustainable theatre where all are welcome, the stories onstage reflect the lives of our neighbors, family, and friends, and our learning and creative engagement initiatives inspire agency and the empowerment of Greater Louisvillians, Kentuckians and Actors Theatre stakeholders across the nation. Imbued with a clear sense of mission an energized, innovative and agile staff work collaboratively with colleagues throughout the organization alongside an engaged and committed Board to realize the theatre's greatest potential.

**About Louisville:**

Louisville today is manifestly a City of the Arts, a vibrant community that puts a premium on creativity, offers countless cultural opportunities, and a welcoming home for creative professionals. In addition to Actors Theatre, the city's businesses and residents proudly support the Louisville Orchestra, Kentucky Shakespeare, Stage One Family Theatre, Louisville Ballet, Kentucky Opera, Kentucky Center for the Performing Arts, and the Speed Art Museum, among others. It is also an exceptionally livable city of unique neighborhoods, diverse communities, a vibrant food and music scene, and beautiful parks with a reasonable cost of living. Louisville is home to many colleges and universities, and is also a center of business and manufacturing. The headquarters of health care giant, Humana, is located two blocks from the Theatre. Its support of Actors Theatre's Humana Festival of New American Plays represents the longest continuous partnership between a theater and a corporation in the country. Other major employers include UPS Worldport, the global hub of UPS, Yum Brands (Pizza

Hut, KFC, and Taco Bell), Brown-Forman (a leading supporter of Actors Theatre), Ford Motor Company, and Amazon.

**Summary of Position:**

The Director of the Annual Fund is a key member of Actors Theatre of Louisville's External Relations Department, with primary responsibilities for fund development. Actors currently raises \$4 million annually in contributed funds, and is preparing for a Capital Campaign. This position is responsible for leading a high functioning team of development professionals in the areas of corporate and foundation giving, as well as functioning as the lead staff on all individual giving, including responsibility for a personal portfolio of major gift donors. The External Relations Department is an integrated department of development, marketing and communications professionals. The ideal candidate will bring a collaborative leadership style, an innovative mindset, and agility in responding to opportunities in order to maximize contributed income for Actor's Theatre.

**Essential Functions:**

- Lead a staff team to create, manage and execute a comprehensive Fiscal Year Development Income Projection plan focused on acquisition, renewal and upgrade of individual, corporate and foundation donors.
- Develop creative donor engagement strategies to acquire and renew Actors Theatre's traditional individual donors, and move them through a pipeline of increased investment in Actors Theatre.
- Develop innovative engagement strategies that have meaning and resonance to a diverse spectrum of new individual patrons that will result from Actors Theatre's efforts to open its doors wide to all of Louisville's residents.
- Continuously identify annual fund donors with capacity for major and leadership gifts and work with the Chief External Relations Officer, other staff and Board to cultivate, solicit and steward these donors.
- Identify, cultivate, solicit, steward and renew a personal portfolio of major gift prospects.
- Work in partnership with External Relations team members in the marketing and communications area to design and execute integrated strategies that incorporate direct mail, e-mail, and digital media in addition to in-person activities to engage, solicit and steward donors.
- Oversee written annual fund communications, including direct mail/email appeals and acknowledgement letters.
- Oversee donor benefit fulfillment, including delivery and communication of benefits and ensuring all recognition opportunities are maximized.
- Provide regular data analysis based on measurable goals and metrics for all solicitation initiatives and adjust strategies based on results of data analysis.

- Work collaboratively with other staff in external relations to plan and execute numerous special events throughout the season, including an annual gala.
- Other duties as assigned.

### **Knowledge, Skills and Abilities:**

- Leadership.
- Outstanding communication skills.
- Strong strategist and critical thinker.
- Ability to operate at the conceptual level and then to effectively take action and implement forward movement.
- Ability to manage multiple projects and competing demands while maintaining commitment to excellence, and grace under pressure.
- Ability to unite and collaborate with staff, stakeholders, community leaders and vendors.
- Organizational skills, with exceptional attention to detail.
- Demonstrated knowledge/understanding of successful annual fund practices and donor engagement strategies.
- Experience with analyzing donor data and giving trends.
- Experience creating and managing revenue tracking tools.
- Significant experience with CRM software, preferably Tessitura, and preferably a self-described “power user”.
- Proficiency with MS Office Suite including Word, Excel, and Outlook.

### **Minimum Qualifications:**

- Bachelor’s degree.
- Four (4) years’ experience in fundraising with progressively increasing responsibility for raising contributed revenue from individuals.
- An appreciation for professional live theatre.
- Willingness to work evenings & weekends and travel as needed.

### **Preferred Qualifications:**

- Six (6) years’ experience in fundraising with progressively increasing responsibility for raising contributed revenue from individuals.
- Extensive knowledge of Tessitura.

### **Compensation:**

Salary commensurate with experience. The range of benefits includes medical and dental insurance, long-term and short-term disability insurance, paid time off and, a 403(b) retirement plan.

**To Apply:**

Applicants interested in applying for this position must email cover letter, resume, salary requirements and three (3) professional references by 5:00 p.m. on Monday, March 19, 2020 to:

Patrick Owen, Chief External Relations  
Officer [powen@actorstheatre.org](mailto:powen@actorstheatre.org)

**No phone calls please.**

*Actors Theatre is an Equal Opportunity Employer. All qualified candidates will receive consideration for employment without regard to race, class, religion, country of origin, political belief, disability, age, gender identity, sexual orientation, protected veteran status, tobacco use, or any factor protected by law. Members of underrepresented groups are encouraged to apply. Employment with Actors Theatre is “at-will.”*