

Actors Theatre of Louisville

Development Manager

Posted April 16, 2021

Position: Development Manager

Reports To: Chief External Relations Officer

Area of Primary Focus: Fundraising

Compensation: salary range starts at \$55,000 and is commensurate with experience

FLSA: Exempt/Salaried

About Actors Theatre of Louisville:

Actors Theatre of Louisville is an arts and culture organization as social enterprise, sharing experiences centered in a commitment to create a more just society through the ongoing disruption of the cycles of oppression, marginalization, and exploitation. Anti-racism and anti-oppression are essential in an ecosystem that has profited from the historic antecedent of plantation capitalism. In pursuing a synthesis of art and service, we have taken a deep dive into digital production and have become an interdisciplinary laboratory for a storytelling (r)evolution.

Now in its 57th season, Actors Theatre of Louisville is the state theatre of Kentucky and a leader among regional theatres across the United States. Actors Theatre of Louisville has embraced both old and new media technologies to become a multiplatform entertainment company, centered in theatrical experiences. This year, Greater Louisvillians to audiences around the globe have been experiencing our digital streaming productions, radio plays, animated shorts, podcasts, live virtual events, and virtual reality experiences. Our learning and creative engagement programs offer ongoing virtual field trips and residencies serving thousands of students and community constituents both locally and nationally. In the coming year, we will be reincorporating in-person gathering onsite as soon as it is safe to do so and economically-viable in accordance with our collective bargaining agreements, while continuing to innovate on our virtual platforms for an ongoing hybrid model of artistic programming and educational initiatives.

Actors Theatre of Louisville sits on the unceded land of many Indigenous communities including the Shawnee, Cherokee, Chickasaw and Osage people. Indigenous peoples have always lived on the land that is now called Kentucky and continue to live here today.

Summary of Position:

The Development Manager serves as a key fundraising professional for Actors Theatre of Louisville, responsible for developing and implementing initiatives that will inspire annual giving from individual donors with an emphasis on contributed revenue from \$1 to the major gift level.

The ideal candidate will:

- Embrace Actors Theatre of Louisville's commitment to anti-racism, and be conversant with BIPOC communities and issues.
- Develop new and innovative strategies to welcome everyone and inspire donations based

on the work of the theatre as opposed to a reliance on traditional methods of special treatment, access and exclusive benefits.

- Understand how to leverage Actors Theatre of Louisville's global reach based on the history of the Humana Festival of New American Plays, our current virtual programming that is reaching people around the world, and our Louisville roots to create strategies to encourage giving from people both locally and nationally.
- Recognize and leverage Actors Theatre of Louisville's deep dive into emergent technology, passionately embracing and making legible to potential donors what the inherent possibilities are in engaging audiences in a diversified artistic and educational portfolio that includes new media multiplatform programming.
- Prepare to be an integral part of a small and mighty staff that is inspired to work in flexible, creative, and innovative ways. The Development Manager will work cross-departmentally to support and collaborate with artistic and administrative staff.

The Essential Functions include, but are not limited to, the following:

Donor Stewardship and Engagement

- Develop, manage and execute the individual giving portion of the organization's annual fundraising plan.
- Identify, cultivate, solicit and steward a portfolio of prospects and donors from \$1 to the major gift level.
- Continuously identify donors with the capacity for increased giving and work with the Chief External Relations Officer to engage and inspire these donors to increase their support.
- Consider donor needs and perspectives when collaborating to create institutional marketing and communications strategies for direct mail, email, and digital media campaigns, in addition to in-person activities.
- Draft all written annual fund communications, including direct mail and email appeals as well as acknowledgement letters.
- Develop and oversee creative ways to recognize and engage donors.
- Assist in planning, executing, and staffing of events throughout the season, to include an annual fundraiser, watch parties, and new events yet to be imagined.
- Collaborate with the Executive Artistic Director and Chief External Relations Officer to steward major donor relationships.

Data Maintenance, Tracking and Analysis

- Maintain cultivation and stewardship plans within Actors Theatre's database, Tessitura, and ensure the integrity and confidentiality of these records.
- Establish and maintain data analysis based on measurable goals and metrics for retention, acquisition and overall donor experience and adjust strategies based on results.
- Conduct prospect research on current and prospective donors.
- Collaborate with staff in finance, IT and executive office on sending email and print appeals, gift entry, and donor acknowledgements.
- Collaborate with staff in finance, and IT on the donor pledge process.

Knowledge, Skills, Abilities and Preferred Qualifications:

- Bachelor's degree or equivalent related professional experience
- Outstanding written and verbal communication skills
- Strong strategic, critical thinking and organizational/implementation skills
- Proficiency with MS Office Suite including Word, Excel, and Outlook; experience with CRM software, preferably Tessitura or Raiser's Edge
- Demonstrated knowledge/understanding of successful annual fund practices and donor engagement strategies coupled with the ability to think outside the box
- Ability to manage multiple projects and competing demands
- Experience with analyzing donor data and giving trends, and creating and managing revenue tracking tools
- Ability to unite and collaborate with staff, stakeholders, and community leaders

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, and salary requirements, and a fundraising writing sample by Friday, April 30 to: jobs@actorstheatre.org.

Should you advance to a finalist for this position, successful completion of background screening will be required, including references. This role will require a criminal and credit check in addition to references.

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, (dis)ability, age, gender identity, sexual orientation, protected veteran status, or any factor protected by law. Members of underrepresented groups are encouraged to apply.