



Position: Annual Fund Manager
Department: Development
Status: Exempt
Reports To: Director of Individual Giving

JOB SUMMARY

The Annual Fund Manager is a key member on the CSO's Development team who is responsible for the planning and execution of annual giving strategies for donors at the \$500-\$1,499 level. A special focus of this position's work is growing the Annual Fund program, which requires high-touch stewardship for 1,000+ households. With the CSO's Director of Individual Giving, the Annual Fund Manager will carry out a significant stewardship and acquisition campaign of personalized cultivation touchpoints.

Success in this role requires enthusiastic and clear communication with internal and external constituents, excellent project management skills, creativity and vision, as well as enthusiasm for the cause that will inspire a strong case for support. There is also significant technical expertise required in using the CSO's CRM, Raiser's Edge NXT, to manage donor data, organize prospecting efforts, and pull lists and data.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Annual Fund Development

- Develop and carry out an annual strategy to retain, acquire, and grow donors at all giving levels.
- Maintain a portfolio of 250+ annual fund donors and prospects giving \$500-\$1,499.
- With support from the Director of Individual Giving, implement multi-channel and broad-base fundraising campaigns that include renewals, increased giving, donor acquisition, monthly giving and special giving.
- Manage Development's calendar of patron communications and donor fulfillment events, with a special focus on Annual Fund solicitation, cultivation and stewardship plans to fulfill the CSO's short- and long-term Annual Fund goals.
- Ensure giving pages on the CSO website are current and reflect active giving campaigns.
- Maintain the CSO Donor Roster for all program books.
- Oversee the bimonthly donor newsletter sharing communications about benefits, events, impact stories and donor reports.
- Lead the annual renewal and acquisition campaigns with direct mail, phone calls, events, and volunteer engagement.
- Manage and implement the development, execution, and promotion of Annual Fund-related events and donor benefit fulfillment.
- Provide the CSO's graphic designer with direction for timely delivery of materials that represent the CSO brand and meet best practices in donor communications.



- Develop new strategies for philanthropic engagement such as online giving, monthly giving and other initiatives to increase annual fund giving.

Development Operations

- In conjunction with the Database Manager, ensure a high level of stewardship is supported by the care, keeping, and configuration of all CSO annual fund data in Raiser's Edge.
- In conjunction with the Database Manager, create and track annual Membership Solicitation, Stewardship and Prospecting
- Monitor, analyze and report on the progress of individual giving campaigns; draft communications, outlines, status reports, and planning documents for members of the senior staff and Board of Directors.
- Attend concerts and member events as a representative of the CSO staff both during and after office hours.
- Flexibility to adjust schedule as needed (with notice when possible) for support at events, which frequently occur on evenings and weekends.
- Develop and manage the processes and workflows dictating annual fund renewal and acquisition efforts.

Applying:

To be considered, interested candidates should send a resume and cover letter to employment@charlottesymphony.org using the subject line "Annual Fund." Applications will be accepted by email only. No phone calls, please.

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