



Job Title: Membership & Annual Fund Manager

Reports to: Director of Development

Department: Development

FLSA Classification: Full-Time, Exempt

Wage/Compensation Range: \$23-\$27/ hour - health insurance, paid time off, and paid holidays provided

General Statement of Job Function

In support of Goodspeed's mission of developing and producing the highest quality musical theatre, The Annual Fund Manager will work with the Director of Development on the strategy and direction of Goodspeed's membership and annual fund campaigns to motivate and find growth in donors under the Major Gift level (under \$2,500) that are not managed by the major gifts manager. The position requires an experienced, highly creative, self-motivated leader who can effectively communicate and manage fundraising strategies with the development team. A commitment to teamwork and the ability to work flexible hours, including weekends and evenings will be required.

The overarching goal of the Membership & Annual Fund Manager work will be to implement moves management strategies and development new members (in conjunction with the annual subscription series campaigns) by implementing targeted patron communications and providing insightful analysis, ultimately increasing contributed revenue.

Principal Duties and Responsibilities

- Work with development team to identify and maximize opportunities to increase income and member/donor participation through Goodspeed's annual membership and annual fund campaigns
- Work in collaboration with the Director of Development on:
 - The strategic direction for Goodspeed's membership and annual fund campaigns
 - Communicating the membership and annual fund strategies across staff, board, and volunteers; engaging them all in the implementation and support of campaigns
 - Keeping abreast of changes within the fundraising sector, and our donors, to keep the program of activities up-to-date and engaging
 - Planning and editing of *Curtain* magazine and the monthly Member Newsletter
- Manage the processes and timely implementation of specific campaigns and giving days to promote the Membership and Annual Fund campaigns including mailings, email communications, and social media that promotes each campaign.
- Work with the Marketing team to implement membership campaigns for Supporting Members in conjunction with subscription series and package renewals

- Analyze campaign results appropriately including ROI and to provide conclusions and recommendations for budgets and strategic plans going forward
- Work with the Membership & Development Associate to
 - Provide related data reporting including data input, amendment, running reports, prospecting, and creating data queries as necessary for annual fund campaigns
 - Track and monitor membership and annual fund activities and accomplishments and submit weekly, monthly, and annual reports as required.
 - Steward Members under \$2,500, i.e. seat notes, thank you calls, attending member/donor events
 - Monitor and answer the membership phone in the Box Office
 - Respond to and resolve, in a timely manner all inquiries for members/donors under \$2,500.
 - Ensure timely acknowledgment of member/donor gifts
- Ensure compliance with all relevant fundraising regulations for Goodspeed's membership and annual fund campaigns
- Maintain the membership and annual fund campaign web presence by requesting consistently providing updated materials for the marketing team to implement.
- Monitor progress against goals and budgets to reforecast income and expenditure as required
- Maintain and steward a portfolio of donors with growth potential.
- Prospect and identify fundraising potential of Goodspeed's patron base and follow through to completed contributions
- Support Goodspeed's Events person with donor appreciation and benefit events and activities to maintain or increase donor satisfaction and engagement.
- Work with Goodspeed's development and marketing staff, and front of house team members as assigned successfully complete, print, and distribute printed and online fundraising marketing materials.
- Other fundraising duties as assigned

Required Skills, Ability and/or Knowledge

- Bachelor's Degree or equivalent combination of education and experience
- Respect for Goodspeed's mission and drive, including the understanding that the focus of our work is to support the artistic and creative process—and people—at the heart of making musical theatre.
- Competent with Microsoft Office particularly Word, Excel, and Outlook
- Competent use of donor databases – Goodspeed currently uses Patron Manager
- Project management skills—ability to work under pressure and meet deadlines
- Ability to treat confidential information with the utmost discretion
- Excellent verbal and written communication skills
- Ability to be flexible with assignments and priorities
- Ability to work independently and be a self-starter
- Experience in cultivating supporters and increasing income from marketing/sales/fundraising activity
- Experience in building relationships across an organization to support the delivery of plans and objectives
- Excellent interpersonal skills and the ability to communicate well with a broad range of people

- Demonstrated ability to establish and maintain effective professional relationships with individuals at all levels of an organization
- Demonstrated ability to work as part of a team and to support the needs of team members
- Must possess an enthusiastic and positive outlook with a genuine interest in non-profit fundraising
- A sense of humor is essential
- Kindness, confidence, and a generous spirit along with an abiding fondness for tap dance
- Familiarity with major search engines, including iWave and Foundation Center, a plus
- The ability to work nights and weekends as needed for stewarding members.
- The ability to safely and successfully perform the essential job functions consistent with the ADA, FMLA and other federal, state and local standards, including meeting qualitative and/or quantitative productivity standards.
- Exhibit interpersonal savvy, which includes relating comfortably to a variety of personalities; cultivating and maintaining positive relationships; employing discretion, diplomacy, and tact; seeking the positive in all situations.
- Comfortably and effectively cope with change and ambiguity, which includes effectively transitioning between tasks and timelines; identifying priorities and making good decisions with a minimum of information; staying relaxed and proactive when things are uncertain; confidently managing risk and uncertainty.
- A commitment to an equitable work environment, which includes use of gender inclusive language; support for individual gender expression, racial equity and inter-generational collaboration; accessibility for people with disabilities; and cultural sensitivity.

How to Apply

Please send a cover letter, resume, availability, and list of three references to jobs@goodspeed.org with the subject line "Membership and Annual Fund Manager."