



POSITION DESCRIPTION

TITLE: Director of Advancement, Leadership Gifts

REPORTS TO: Chief Advancement Officer

Position Summary:

The Director of Advancement, Leadership Gifts leads all efforts to develop and implement direct response and social media fundraising campaigns to acquire, engage, cultivate, steward, and upgrade donors with gifts up to \$10,000. The director effectively stewards annual fund donor relationships and Encore Circle donors ensuring recognition and benefits delivery; inputs/updates bio data, contacts, call reports and other moves in Tessitura CRM; leads planning and implementation of donor communication series including but not limited to the annual report, eNewsletters, and special announcements; and collaborates with advancement partners on donor engagement events.

Description of Duties:

1. Achieve annual budgeted goal for income for the annual fund and leadership giving.
2. Track and manage budgeted expenses.
3. Develop and maintain a comprehensive annual fund and leadership giving solicitation calendar utilizing proven direct response methods including but not limited to direct mail, email solicitations, digital and social media to solicit and achieve gifts up to \$10,000.
4. Develop and manage segmentation strategies for acquisition, renewal, upgrades, additional gifts and lapsed campaigns.
5. Regularly produce and share reports identifying key indicators including but not limited to total giving, total giving by category, total number of gifts, total number of gifts by category, and average gift amount.
6. Collaborate with donor engagement director on event opportunities including live and virtual events.
7. Develop and manage a donor communications program including but not limited to acknowledgment, recognition, benefits delivery, newsletters, and annual impact report.
8. Develop and manage special campaigns such as Georgia Gives, #Giving Tuesday and others.
9. Engage and develop relationships with funder and advancement professionals by attending industry events and professional development events such as seminars, webinars, and conferences.
10. Update and maintain bio data, contact information, call reports and other moves in Tessitura CRM.
11. Other duties as assigned.



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Desired Skills and Experience:

- Excellent verbal and writing skills with the ability to write clear and compelling proposals and reports that align with funder priorities.
- Ability to quickly distill and synthesize complicated ideas and unique nomenclature into a persuasive case for support.
- Experience developing and negotiating corporate sponsorship benefits.
- Proficiency in AP or Chicago Manual writing style.
- Experience working with Trustees and key stakeholders.
- Ability to work effectively in a team environment with competing priorities and sensitive deadlines.
- High degree of organization, attention to detail and ability to multitask.
- Strong interest in arts and culture.

Requirements:

- Bachelor's degree with three to five years successful fundraising experience.
- Working knowledge of fundraising CRM solutions such as Razor's Edge; Tessitura preferred.
- Proficiency in MS Office Suite including Word, Excel, PowerPoint, Outlook, and Google Suite.
- Digitally literate in ability to navigate websites, interact with web-based applications and search.

Send resume, cover letter and three references to Mary Grace Herrington, CFRE, Atlanta Ballet 1695 Marietta Blvd, Atlanta, GA 30318, or email mgherrington@atlantaballet.com. No phone calls, please. Posting closes on Friday, May 28, 2021.

Atlanta Ballet is an equal opportunity employer.