



ASSISTANT DIRECTOR, ANNUAL GIVING

The Music Center is one of the largest and most highly regarded performing arts centers in the country. As L.A.'s premier performing arts destination, The Music Center convenes artists, communities and ideas with the goal of deepening the cultural lives of every resident in Los Angeles County. The non-profit performing arts organization has two divisions: The Music Center Arts (TMC Arts) and The Music Center Operations (TMC Ops). TMC Arts, The Music Center's programming engine, provides year-round programming inside The Music Center's four theatres, on Jerry Moss Plaza, outside at Grand Park—a 12-acre adjacent green space—and in schools and other locations all over Los Angeles County. TMC Arts presents world-class dance with Glorja Kaufman Presents Dance at The Music Center, free and low-cost public concerts, and events, as well as K–12 arts education programs. TMC Ops manages the theatres, the Plaza and Grand Park on behalf of the County of Los Angeles. The Music Center is also home to four renowned resident companies—Center Theatre Group, Los Angeles Master Chorale, LA Opera and LA Phil.

Currently The Center is in search of an **Assistant Director, Annual Giving**.

The Music Center seeks an innovative, resourceful, and collaborative professional to manage the annual fund. The Assistant Director, Annual Giving implements a comprehensive development plan for Friends of TMC Arts giving through online, direct mail, and telefund channels. In addition to reaching a financial goal of \$450,000+ annually, the Assistant Director, Annual Giving develops strategies to increase the number and diversity of donors engaged with The Music Center.

Experienced in nonprofit development including direct mail and digital appeals, the ideal candidate is passionate about arts, culture, and civic engagement, and highly motivated by The Music Center's mission.

Reporting to the Senior Director, Annual & Leadership Giving, working closely with the Senior Director, Advancement Services, and with support from the Coordinator, Annual Giving, the Assistant Director, Annual Giving is part of a 20-person Advancement department and regularly collaborates with the Marketing & Communications and TMC Arts departments.

PRINCIPAL DUTIES AND RESPONSIBILITIES:

- Create and implement short- and long-term strategies to build the annual fund, including solicitation, communications, events, and stewardship.
- Produce effective direct mail solicitations in collaboration with vendors and colleagues.
- Create a comprehensive digital fundraising strategy to include emails, texting, crowdfunding, social media, website content and videos.
- Develop strategies to engage free and low-cost event attendees as donors.
- Oversee telefund campaign, including script development and benefit premiums.
- Manage a portfolio of 20-30 donors and prospects in the range of \$1,000 - \$10,000.
- Partner closely with Advancement Services and Marketing teams to analyze data reporting, enhance strategy, and maintain relevant donor records in Tessitura database.
- Support Individual Giving team strategies to grow the Ambassadors recognition program (\$10K+)
- Determine donor acquisition strategies and develop a donor pipeline for increased giving across all programs, in collaboration with Advancement and Marketing colleagues.
- Create reports to demonstrate donor engagement, financial results, membership trends and funding impact.
- Promote planned giving opportunities and identify planned giving prospects.

- Provide annual fund solicitation content for institutional newsletters, performance programs, printed brochures, website, social channels, and LED screens visible to the public on Jerry Moss Plaza.
- Ensure prompt gift acknowledgement and benefits fulfillment with support from Advancement Coordinators.
- Keep current with best practices and trends in annual giving, including new uses of technology.

QUALIFICATIONS AND REQUIREMENTS:

- Bachelor’s degree (or equivalent experience) with three or more years of experience in nonprofit development required, preferably in arts & culture organizations.
- Proven experience working in an annual giving program.
- Ability to analyze data and conduct basic research.
- Willingness to personally solicit gifts.
- Excellent written, interpersonal and oral communication skills are required.
- Ability to build collaborative and inclusive working relationships with donors, volunteers, staff and vendors, exercising good judgment and discretion.
- Creative problem-solving skills and adaptability in an energetic and changing environment.
- Demonstrated leadership and the ability to manage multiple complex projects simultaneously.
- Analytical decision-making skills to inform donor engagement and cultivation strategies.
- Must be proficient in Microsoft Office 365 or comparable.
- Experience with fundraising databases required; project management software experience preferred.
- Willingness to work some nights and weekends.

PLEASE NOTE: Currently, this position is working remotely this scenario will likely change and is also subject to the responsibilities of the position.

VACCINATION POLICY

The Music Center requires its employees to be vaccinated against COVID-19, subject to certain exemptions as required by law. New hires working at The Music Center must be fully vaccinated no later than 60 days after hire and until they are fully vaccinated will be required to submit weekly proof of negative laboratory COVID-19 test and submit to additional masking and social distancing requirements. Please contact The Music Center’s Human Resources Department for a copy of the vaccination policy.

SALARY:

Commensurate with experience. This is a full-time exempt position; The weekly administrative schedule is 35 hours per week, approximately 9-5 M-F, with adjustments to accommodate special events and activities. Compensation package includes medical, dental and vision plans, welfare benefits, generous paid vacation and sick days, and 401(k) plan with employer contribution.

HOW TO APPLY:

To be fully considered for the position, please submit a cover letter, resume, and salary expectation to Jobs@MusicCenter.org or fax (213) 972-0721.

INCOMPLETE SUBMISSIONS WILL NOT BE CONSIDERED

EQUAL OPPORTUNITY EMPLOYER