

WESTPORT COUNTRY PLAYHOUSE

DIRECTOR OF ADVANCEMENT

Status: Full time / Exempt

Reports to: Managing Director

Salary: \$75,000 + benefits

THE POSITION

The **Director of Advancement (DA)** will be responsible for all aspects of the Playhouse's fundraising efforts and will serve as the primary point of contact for donors of all levels. The DA reports to the Managing Director (MD) and works closely with the MD, Artistic Director (AD), and Board of Trustees to develop strategies to identify, research, cultivate, and maintain donor relationships. The DA serves as staff liaison to Board development and fundraising committees.

GENERAL RESPONSIBILITIES

Annual Fund Operating Support

- Aggressively plan and execute the Playhouse's Annual Fund programs including Spring Appeal, Giving Day, Year End Appeal, and others. Key initiatives include:
 - Increased identification and cultivation of donors, with particular focus on accessing new constituencies
 - Engaging with the broader Playhouse community to expand the donor base
- Lead efforts to develop major gift plan and identify major gift donors
- Lead efforts to identify and expand corporate donors and sponsorships, and government and foundation grants
- Process and track all gifts in Playhouse CRM software, Tessitura

Individual Giving

- Create an action plan for annual individual giving based on analysis of the previous years' results and execute the plan to a new level of success
- Maintain and deepen ongoing relationships and build new relationships with donors to the annual fund and to special programs
- Maintain portfolio of major gift donors
- Manage design process and printing of annual fund and development materials including direct mail, e-solicitations and personalized individual solicitations

Foundations / Government

- Steward WCP's relationships with current institutional donors, and identify, cultivate, and solicit potential supporters.

- Closely monitor deliverables and collect anecdotes, statistics, and documentation to comply with all grant reporting requirements.
- Work with Grant Writer to create persuasive case statements and collect substantive data for use in grant proposals and other documents as required; collect and maintain statistics related to WCP's operations and special programs.
- Work with WCP artistic and education staff to identify production and program areas that match funders' philanthropic and marketing priorities.

Corporate

- Steward WCP's relationships with current corporate donors, and identify, cultivate, and solicit potential supporters.
- Develop compelling proposals and solicit annual corporate sponsorships for season productions and programs
- Coordinate on-site events for corporate sponsors as dictated by the agreements, including ticketing for performances, guest tracking, and event set-up and breakdown.
- Partner with the marketing staff to ensure proper acknowledgement and recognition of corporate partners on marketing and advertising content. Steer the development of new ways of acknowledging corporate partners

Donor Relations

- Ensure robust stewardship of individual, corporate, and foundation donors
- Create high touch experiences for Premiere Circle Donors and above
- Manage fulfillment of donor benefits at all levels
- Create gift acknowledgement templates
- Print and mail gift acknowledgement letters

Special Events

- Manage the planning and execution of the Playhouse's special events, including the three annual fundraising events, opening night receptions, Tech Talks, Insider Insights, Donor Lounge, and others to maximize their effectiveness in developing, attracting, and retaining donors
- Coordinate with other Playhouse departments, including marketing, production, front of house, and operations to ensure events are marketed, staffed appropriately, budgeted, etc.

Board and Volunteers

- Work closely with the Board of Trustees to maximize their fundraising potential
- Lead monthly Development & Corporate Partnerships meeting and work with co-chairs on fundraising efforts
- Participate in meetings of the Board, Executive Committee, Governance Committee, Nominating Committee, Finance Committee, and other selected Board Committees as required
- In conjunction with the AD and MD, motivate Board members and strengthen their understanding of their role in development

- Expand, manage, and coordinate the Board's and other volunteers' involvement in fundraising activities
- Actively serve and support the Board as it continues to grow and develop

Budget

- With the MD and Director of Finance, develop annual budgets for contributions and expenses
- Present budgets to relevant Board committees for review and approval
- Manage the administration of the departmental budget and development systems for all donor contracts and donor stewardship.

Supervision/Leadership:

- Supervise and guide the part-time Grant Writer
- Propose staff adjustments as appropriate
- Hire, train, manage and evaluate development intern

Playhouse Communications

- Work with the MD and Marketing Manager on overall Playhouse brand as it relates to development efforts and materials
- Create messaging consistent with Playhouse brand
- Work with the Marketing Manager and part time graphic designer on design and development of all materials used in development efforts, such as brochures, packets, signage, annual reports, benefit collateral materials, etc

SPECIAL COVID FACTORS

- The Playhouse functions as a fully vaccinated workplace

ABOUT WESTPORT COUNTRY PLAYHOUSE

Westport Country Playhouse acknowledges the indigenous peoples and nations of the Paugussett that stewarded the land and waterways of Westport, Connecticut. The Playhouse is a non-profit organization that produces theater from playwrights, actors, directors, and designers of all backgrounds, while entertaining audiences and exploring human and societal issues along the way. We have begun the process of creating an antiracist environment with our staff, artists, community leaders, and board members. We are having ongoing discussions around equity, diversity, and inclusion (EDI) as well as relevant training in antiracist practice, bystander intervention, and social justice. Playhouse staff must be committed to building an antiracist culture.

YOU SHOULD APPLY

The Playhouse is committed to creating a diverse and inclusive environment and is proud to be an equal opportunity employer. Applicants from populations underrepresented in the theater field are strongly encouraged to apply. All qualified applications will receive consideration for employment without regard to race, color, religion, gender, gender identity or

expression, familial status, sexual orientation, national origin, ability, age, or veteran status.

A relocation stipend may be available, to be discussed upon job offer. For more information about the Playhouse and other job opportunities, visit westportplayhouse.org.

HOW TO APPLY

- Send cover letter and resume to resume@westportplayhouse.org with subject line: Director of Advancement Search

- Or mail to:
 - Director of Advancement Search
 - Westport Country Playhouse
 - 25 Powers Court
 - Westport, CT 06880

- No phone calls or drop-in visits, please

- Application deadline: June 14, 2024
 - *No candidates will be contacted until the deadline has passed.*