



Vice President of Development and Marketing

ORGANIZATION SUMMARY & TRAJECTORY

[The Santa Barbara Symphony](#) is seeking an experienced and passionate fundraising professional to help create the growing resources needed to leverage and institutionalize the unprecedented momentum this 71 year old institution is experiencing. This is a terrific opportunity to have impact by connecting the philanthropic community to The Symphony.

The Santa Barbara Symphony delivers artistic excellence, outstanding music education stewardship and programming, and community collaboration – all through symphonic music. Under the artistic leadership of Maestro Nir Kabaretti as Music & Artistic Director since 2006, this globally admired conductor and Santa Barbara resident invigorates audiences and musicians through his passion, creativity, and vast experience. As the only music education program tied to a symphony orchestra in the region, The Symphony’s Youth Ensembles and Music Van Program serve thousands of students annually.

In January 2021, in a historic announcement, the Santa Barbara Symphony made a concerted commitment to the vitality and longevity of this organization. Janet Garufis, Board Chair, Nir Kabaretti Music and Artistic Director and organizational transition expert Kathryn R. Martin, President & CEO all committed to leading the organization for a minimum of five years, building upon the organization’s programming innovation, leveraging the organization’s new momentum and growth to look toward the big possibilities ahead. As The Symphony continues to evolve, its mission to bring joy, engagement, and connection remain steadfast pillars.

The 2023-2024 Season’s budget is \$3.7M with \$2.1M raised in contributed income that supports an artistic program of 7 concerts and fundraising events that include a Classical Music Cruise in partnership with Montecito Bank & Trust’s M-Club. Seven symphonic programs are performed on Saturday nights and Sunday afternoons at the Granada Theatre, including a record-breaking 23 guest artists. “One-Night-Only” events: Double Wide Kings – A Tribute to Van Morrison and New Year’s Eve with The Symphony. Building vital collaborations on and off the stage with arts and cultural organizations create multiple entry points for new audiences including Jazz at the Lobero series, the Granada Synergy Series, and individual artistic collaborations. [TheSymphony.org](#).

POSITION SUMMARY

The Vice President of Development and Patron Relations creates and leads a comprehensive development program that ensures short and long-term goals are achieved. Oversight includes managing and significantly growing all contributed revenue initiatives and campaigns, including annual fund, major gifts, Crescendo (multi-year pledge program), special events, planned and endowment giving; foundation and corporate giving; internal and external customer and market research to inform contributed revenue, brand, and strategic initiatives.

With the resource of an external Campaign Consultant this position will support the President & CEO lead the new multi-faceted “Sustainability Campaign,” ensuring that both Campaign and Annual goals are met and integrated.

“The Symphony is for Everyone” and thus a patron’s (and future patron’s) experience with and view of the organization is critical. This position is responsible for ensuring that The Symphony has a strategy and metrics for patron relations and retention excellence throughout all departments and public-facing activities, along with

growing group sales programs, promotions, and leveraging community outreach, engagement and collaboration events.

Actively engaged in direct fundraising personally and supports the President & CEO and Board members in these efforts. The Vice President for Development and Patron Relations is a member of the senior leadership team and peers include the Vice President Finance, and industry expert Development Consultant and Ticket Sales Consultant. The Vice President reports to the President & CEO, works closely with members of the Board of Directors, Campaign Consultant, and directly supervises four full time and 1 part time employee, and outside consultants:

Reports to: President & CEO
Partnership Resources Provided: Development Consultant (RSC), Ticket Sales Consultant (Stager)
Directly Supervises: Development Manager, Database Manager, Marketing Manager, Community Outreach Coordinator
Indirectly Supervises: Development Assistant, and consultants: Grant Writer, Public Relations, Telemarketing/Telefunding, website

SPECIFIC POSITION RESPONSIBILITIES

Increase Contributed Revenue & Earned Income by:

1. Managing all internal and external aspects of:

- Individual Giving (the Annual Fund, Major Gifts, Crescendo (a multi-year pledge program),
- Grants, Proposals and Reports (Foundation and Corporate giving),
- Special events (fund- and friend-raising)
- Planned and Endowment giving,
- With leadership of external Campaign Counsel, help create and support the President & CEO in the new multi-faceted “Sustainability Campaign,” ensuring that both future and present needs and goals are met and integrated.
- Support Subscription and Single Ticket Sales consultant, including telemarketing, publications and advertising.
- Lead and expand Group Sales and Promotions
- Manage Telefunding
- Oversee Publications and External communications, website, eblasts, newsletters
- Oversee internal and external customer and market research to inform contributed revenue, brand, and strategic initiatives.

2. Supervising and guiding the Development Department and Marketing staff:

- Create, executing and managing multi-year budgets, integrated plans and tactics
- Ensure that all donor and patron records are accurate and up to date.
- Create monthly reports for the President & CEO, and Board of Directors
- Perform annual performance evaluations, mid-year check-ins and weekly supervision.
- Evaluate and ensure performance of outside Grant Writer, Public Relations and other vendors and consultants.
- Be guided by the expertise of two leading industry consultants in Development and Ticket Sales, who both report to the President & CEO.

3. Creating Patron Relations Excellence:

- Develop strategy and metrics for patron relation and retention excellence throughout all

- departments and public-facing activities,
- Grow Group Sales programs, Promotions,
- Create a personalized and welcoming environment front of house at concerts,
- Leverage community outreach and engagement programs and artistic collaborations.

4. Leveraging & Supporting Leadership & Stakeholders

- Guided by the President & CEO, create consistent and compelling messaging (written and verbal) throughout the organization.
- Develop Compelling “stories” and content that connect with potential and current donors and ticket buyers.
- Leverage musician stories to connect.
- Leverage Triumverate’s vision and connection.
- Ensure that the President & CEO is prepared and meeting with major donors/prospects, making asks, cultivating relationships.

REPORTING & ACCOUNTABILITY

The Vice President for Development and Patron Relations reports to the President & CEO and participates in an annual performance review with the President and CEO based upon a performance plan for his/her position. The performance plan will include established annual goals and metrics of success. Decisions of compensation are ordinarily reviewed annually and contingent upon the overall performance of the organization. The Symphony is an at-will employer in the State of California.

QUALIFICATIONS

- Minimum of five years’ successful track record in non profit fundraising at the senior staff level, with a demonstrated ability to:
 - Effectively communicate and work with high-net worth individuals to identify, cultivate and secure planned gifts commitments.
 - Raise at least \$2M per year from individuals, planned giving programs, foundation and government grants, corporate sponsorships, and special events in a not-for-profit.
 - Lead a department of at least three people; recruiting and retaining a high performing staff that works with diverse populations to achieve goals through collaboration and teamwork.
 - Create and manage department and project expense and income budgets.
- Demonstrated ability to “move the needle”:
 - Distill complex plans and needs into compelling cases of support.
 - Have a sophisticated and results-driven approach to strategic planning, goal setting, and organizational follow through.
 - High degree of professionalism reflected in personal presentation, manner, attention to detail, and the ability to effectively represent the organization with internal and external audiences, including the Board of Directors.
 - Develop and prepare sophisticated campaign materials, budgets, written correspondence and reports.
 - Strong verbal and written communication skills.
- A leadership approach that:
 - “Manages Up”, is collaborative, and helps team members do their best work.
 - Is data driven, optimistic, with a willingness to accept personal accountability and responsibility.
 - Aligns with and is energize by the Mission, impact and trajectory of The Symphony,
- Highly proficient in Tessitura, Microsoft Word, and Microsoft Excel.
- Bachelor’s Degree in a related field.

- CFRE certification is preferred, but not required.
- Responsibilities related to events and working with volunteers may fall outside normal business hours including nights and weekends. A valid driver's license and access to a personal vehicle is required. Must be able to perform light to moderate lifting.

COMPENSATION & BENEFITS PACKAGE

This position is full time, exempt, with an average salary range of \$120,000 - \$130,000.

The Santa Barbara Symphony provides a generous benefits package that includes health, dental & life insurance benefits and 4 weeks of paid time off annually.

COMMUNITY

One of most beautiful cities in California, Santa Barbara has the arts and culture of a big city with the hospitality and charm of a small, coastal town. Beyond the city's picture-perfect scenery, Santa Barbara is a creative community and home to art galleries, world-class museums, and historic theaters creating a thriving arts scene in downtown Santa Barbara, ranked as one of the Top 100 Best Places to Live.

AN EQUAL OPPORTUNITY EMPLOYER:

It is the policy of the Santa Barbara Symphony Association to provide all persons with equal employment opportunities without regard to race, color, religion, gender identity or presentation, sexual orientation, national origin, marital status, disability, age or Veteran status. Candidates of ALAANA (African, Latinx, Asian, Arab, and Native American) communities are encouraged to apply.

APPLICATION INFORMATION

Please submit your cover letter, resume and a writing sample to Human Resources at jobs@TheSymphony.org Please specify you're applying to the VP of Development & Patron Relations at the Santa Barbara Symphony. Electronic submission preferred.