



**Annual Fund Program Officer
Development**

Work Status:	Full Time	Payroll Type:	Exempt
Location of Job:	Davies Symphony Hall San Francisco, CA	Salary:	\$79,079
Schedule:	Monday-Friday, weekends as necessary	Regular Hours:	9 – 5, evenings as necessary
Reports To:	Director, Individual Giving	Supervisory:	No

ORGANIZATIONAL PROFILE

The San Francisco Symphony is widely considered to be among the most artistically adventurous and innovative arts institutions in the United States, celebrated for its artistic excellence, creative performance concepts, active touring, award-winning recordings, and standard-setting education programs. In the 2020–21 season, the San Francisco Symphony welcomed conductor and composer Esa-Pekka Salonen as its twelfth Music Director and embarked on a new vision for the present and future of the orchestral landscape. This exciting artistic future builds on the remarkable 25-year tenure of Michael Tilson Thomas as the San Francisco Symphony’s Music Director. Tilson Thomas continues his rich relationship with the Symphony as its first Music Director Laureate. In their inaugural season together, Esa-Pekka Salonen and the San Francisco Symphony have introduced a groundbreaking artistic leadership model anchored by eight Collaborative Partners from a variety of cultural disciplines: Nicholas Britell, Julia Bullock, Claire Chase, Bryce Dessner, Pekka Kuusisto, Nico Muhly, Carol Reiley, and Esperanza Spalding. This group of visionary artists, thinkers, and doers joins with Salonen and the San Francisco Symphony to chart a new course of experimentation by collaborating on new ideas, breaking conventional rules, and creating unique and powerful experiences.

The San Francisco Symphony presents more than 220 concerts and presentations annually for an audience of nearly 450,000 in its home of Davies Symphony Hall and through its national and international touring. A cornerstone of the organization’s mission, the San Francisco Symphony’s education programs are the most extensive offered by any American orchestra today, providing free comprehensive music education to every first- through fifth- grade student in the San Francisco public schools, and serving more than 75,000 children, students, educators, and families annually. The San Francisco Symphony’s recordings have won such awards as France’s Grand Prix du Disque and Britain’s Gramophone Award, as well as 16 Grammy Awards. San Francisco Symphony radio broadcasts, the first in the nation to feature symphonic music when they began in 1926, today carry the Orchestra’s concerts across the country. In 2004, the SFS launched the multimedia Keeping Score on PBS-TV and online and in 2014, the San Francisco Symphony inaugurated SoundBox, an experimental performance venue and music series located backstage at Davies Symphony Hall. February 2021 saw the launch of SFSymphony+, the San Francisco Symphony’s on-demand video streaming service. For more information, visit sfsymphony.org.

VALUES STATEMENT

The San Francisco Symphony is committed to cultivating an environment of inclusion, equity, and diversity for our staff, musicians, patrons, and community. As leaders and innovators of our inherited tradition of orchestral music, we acknowledge our responsibility to identify and dismantle the oppressive barriers that we have historically maintained. We resolve to hold ourselves accountable, devote resources, and embrace change by centering racial equity and listening to and learning from marginalized voices.

We recognize that this is an ongoing, sometimes uncomfortable practice, and continue to learn and evolve. We welcome applicants who are enthusiastic to join us on this journey.

JOB SUMMARY

The Annual Fund Program Officer is responsible for the annual giving membership program within the San Francisco Symphony's Symphony Fund and executes all direct marketing fundraising efforts at the organization. This position manages the Friends program which raises approx. \$2 million annually from approximately 7,000 donors who contribute up to \$2,500. Solicitation efforts are employed primarily via telefundraising, direct mail, electronic media, and, on a lesser scale, personal contact. Strategies include donor acquisition, renewal, and upgrades. The Program Officer is actively involved in managing and supporting the vendor relationships within the membership program, which currently includes a direct marketing consultant and a telefunding firm. This position reports to the Director, Individual Giving, and works closely with gift officers and the stewardship/operations staff within the Development team.

RESPONSIBILITIES

- Plan, implement, and evaluate cost-effective annual strategy for renewal of donors under \$2,500, acquisition of new donors, and solicitation of additional gifts, including upgrades, from current donors.
- Support solicitation mailings for donors above \$2,500 and under \$15,000 as needed.
- Oversee strategy and execution of telefundraising campaigns, including management of the offsite Telefund Campaign Manager, any vendor relationships or testing strategies as related to telefund, and coordination of all offsite telefund office needs. Key efforts include negotiating contracts, cultivating a partnership with the Symphony's telefund agencies to make analytically-sound decisions on the campaign, and upholding clear metrics for the firms.
- With direction from the Director, Individual Giving manage the relationship between SFS and the Direct Marketing Consultant. Key efforts include analyzing effective list and segmentation strategies for the annual giving program, making data-driven decisions on the solicitation and renewal cycles, and improving net revenue for the Symphony's membership program. Work closely with the Symphony's Marketing Team to ensure continuity of and cohesiveness between Development and Marketing efforts.
- Undertake an RFP process to regularly evaluate our partners every three years.
- Explore new and non-traditional donor acquisition techniques and giving platforms, such as implementing and executing crowdfunding campaigns and text-to-give strategies for the variety of programs at the San Francisco Symphony.
- Work closely with Development Operations Team to ensure timely and accurate gift entry, daily and weekly processing, ongoing premium fulfillment, monthly payment plans, and pledge follow ups.
- In collaboration with the Communications and Marketing Teams, responsible for the preparation, design, message development, copy, and implementation of all print and electronic communications for the annual giving program. This includes selecting and

working closely with outside vendors (mailing houses, printers, designers, etc.) and in-house designers to convey design needs and standards.

- Ensure the timely and accurate extraction and delivery of data for solicitation appeal efforts in conjunction with the Development Operations and Services Team.
- Work closely with appropriate Development, IT, Marketing, and Patron Services staff to ensure data and other key Membership system needs are met. This includes maintenance of accurate and complete donor records, tracking donor activity, gift history, and solicitations in our ticketing and donor database (Tessitura). Take lead on data append strategy and implementation plans.
- Serve as the primary point of contact with the Symphony's Marketing department to execute subscription renewal appeals and schedule patron Telefund/Telemarketing leads shared between departments.
- With the SDD and the Director, Individual Giving, govern the expenses and project both revenue and expenses for future years. Prepare reports on progress toward goal, current strategies and ROI on a regular basis for internal and external staff and volunteer meetings.
- Create and maintain excellent donor relations. Collaborate with the stewardship and development operations staff on all membership events and benefits, campaign premiums, stewardship activities, and other membership communications.
- Research membership strategies to ensure that the Symphony is implementing the most current Direct mail, e-mail, text, and telefunding donor renewal and acquisition techniques and strategies.
- Support Development Events on nights and weekends as needed.
- Perform additional duties as required by the San Francisco Symphony.

QUALIFICATIONS

- Two to four years of experience in direct response fundraising or direct mail marketing, experience with printing and mail shop and experience with online fundraising platforms.
- The successful candidate is strategic, optimistic, ambitious and has a can-do attitude.
- Strong organizational skills; ability to prioritize and handle multiple projects simultaneously in a fast-paced environment and to work calmly under pressure of goals and deadlines.
- Self-directed, performance-oriented individual who has demonstrated initiative and achievement of goals.
- Exceptional verbal and written communications skills.
- Intellectual curiosity, inquisitive nature, and excellent listening and problem-solving skills.
- Proficient in Microsoft Office and donor database software. Tessitura preferred.
- A passion for and interest in music is preferred.

APPLICATION INSTRUCTIONS

To apply, please visit www.sfsymphony.org/careers. If you need assistance or an accommodation due to a disability, please contact us at ccarter@sfsymphony.com or you may call us at 415-503-5334.

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EEO STATEMENT

In alignment with the values statement above, the San Francisco Symphony celebrates diversity and is committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants and employees without regard to race, color, religion, sex, pregnancy (including childbirth, lactation and related medical conditions), national origin, age, physical and mental disability, marital status, sexual orientation, gender identity, gender expression, genetic information (including characteristics and testing), military and veteran status, and any other characteristic protected by applicable law. The San Francisco Symphony believes that diversity and inclusion among our employees is critical to our success, and we seek to recruit, develop and retain the most talented people from a diverse candidate pool.

Pursuant to the San Francisco Fair Chance Ordinance, the San Francisco Symphony will consider for employment qualified applicants with arrest and conviction records.