



**Annual Fund Program Officer
Development Division**

Work Status:	Regular, Full-Time	Payroll Type:	Exempt
Location of Job:	1390 Market Street San Francisco, CA 94102	Hourly Rate:	Commensurate with experience
Schedule:	Monday – Friday	Regular Hours:	9:00am – 5:00pm
Reports To:	Associate Director, Development, Major Gifts and Annual Fund	Supervisory:	No

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 oversees the solicitation cycle for the Friends, Baton, and Maestro’s Circle members, with an emphasis on 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 Associate Director, Development, Major Gifts and Annual Fund, 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 \$15,000, acquisition of new donors, and solicitation of additional gifts, including upgrades, from current donors.
- 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 in order to make analytically-sound decisions on the campaign, and upholding clear metrics for the firms.
- With direction from the Associate Director, Development, Major Gifts and Annual Fund manage the relationship between SFS and the Direct Marketing Consultant. Key efforts include analyzing

effective segmentation strategies for the annual giving program, making data-driven decisions on the solicitation cycle, and improving net revenue for the Symphony's membership program.

- 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 Associate Director, Advancement Operations and Analytics 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 Development Communications Manager, 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 both the Manager, Tessitura Operations and Analytics and Associate Director, Advancement Operations and Analytics.
- Work closely with appropriate Development, IT, and Marketing 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).
- 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 Director of Development, Campaign and Strategic Projects and the Associate Director, Development, Major Gifts and Annual Fund, govern the expenses and project both revenue and expenses for future years. Prepare reports on progress toward goal, current strategies and Committee engagement on a regular basis for internal and external staff and volunteer meeting.
- Create and maintain good donor relations. Collaborate with the stewardship and development operations staff on all membership events and benefits, campaign premiums, stewardship activities, and other membership communications.
- Manage the annual giving campaign for Symphony administrative staff, orchestra, and chorus, including insuring that the processing of payroll deductions by Finance/Accounting is accurate and timely.
- 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.
- Other duties as assigned

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QUALIFICATIONS

● 2 to 4 years experience in direct response fundraising, experience with printing and mail shop and experience with online fundraising platforms

- Strong organizational skills; ability to prioritize and handle multiple projects simultaneously 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, engaging interpersonal skills, high energy, personal initiative and a sense of humor.
- Intellectual curiosity, inquisitive nature, and excellent listening and problem-solving skills.
- Demonstrated proficiency in Windows operating systems, Microsoft Office (Word, Excel, PowerPoint, etc.), and experience with constituent relationship management (CRM) systems (e.g., Tessitura or similar).
- Interest in and/or appreciation for classical music preferred.
- The successful candidate is strategic, optimistic, and has a can-do attitude. They are committed to the success of the symphonic artform and be able to communicate thoughtfully and enthusiastically about the work of the San Francisco Symphony, its opportunities and its challenges.

APPLICATION INSTRUCTIONS

To apply, please visit our website at www.sfsymphony.org. Under the About Us tab, go to the Careers and Auditions page and click on “Jobs at the SF Symphony.” Search for this job and click on “Apply for this Position” to submit your resume, cover letter, and application.

ORGANIZATIONAL PROFILE

The San Francisco Symphony is widely considered to be among the most artistically adventurous and innovative arts institutions in the U.S. Under the artistic direction of Michael Tilson Thomas since 1995, the Orchestra is a leading presence among American orchestras at home and around the world, celebrated for its artistic excellence, creative performance concepts, active touring, award-winning recordings, and standard-setting education programs. In December 2018, the San Francisco Symphony announced Esa-Pekka Salonen as its Music Director Designate along with a group of eight Collaborative Partners from a variety of cultural realms who collectively form a new artistic leadership model. Salonen will begin his appointment as the SFS’s 12th Music Director in September 2020, at which time Michael Tilson Thomas will become the Orchestra’s first Music Director Laureate, following his remarkable 25-year tenure as Music Director.

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 active 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 SFS has won such recording awards as France’s Grand Prix du Disque and Britain’s Gramophone Award, as well as 15 Grammy Awards. In 2004, the SFS launched the multimedia Keeping Score on PBS-TV and the web. In 2014, the SFS inaugurated SoundBox, a new experimental performance venue and music series located backstage at Davies Symphony Hall. SFS 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.

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

The San Francisco Symphony is an Equal Opportunity Employer.