

# CALIFORNIA SYMPHONY

## PATRON LOYALTY COORDINATOR

The California Symphony seeks a full-time Patron Loyalty Coordinator, a newly added role that supports efforts to cultivate top donors by maintaining accurate and up-to-date information on donors and potential donors, and liaising with the Board of Directors to help shape their donor stewardship efforts to deepen the prospective donor pipeline. This is a multi-faceted position with strong growth potential and a variety of responsibilities.

The Patron Loyalty Coordinator is additionally responsible for executing elements of the Symphony's development campaigns (direct mail, email and online), and the fulfillment of donor benefits such as invitations to receptions. Beyond technical skills and/or relevant experience, the successful candidate will be comfortable dealing with a variety of people, from vendors through to board members and high level donors. The candidate will possess a willingness to learn on the job, and to grow in and develop the role. The position reports to the Senior Manager of Marketing and Patron Loyalty, with strategic direction from the Executive Director and Director of Marketing & Patron Loyalty.

This role is ideal for a curious, creative, data-driven professional with excellent organization skills to be part of a small team, and gain experience with a world-class regional orchestra that's making waves in audience development, retention, and patron loyalty. In recent years, the California Symphony has made headlines for defying national trends in audience development and donor base expansion, and our groundbreaking work has been profiled in the [Wall Street Journal](#), [Arts Journal](#), and [Southwest Inflight Magazine](#).

### Core duties include:

- Serve as front line point of contact for patrons and donors, answering questions via phone and general email account.
- Support maintenance of the patron database and CRM system (AudienceView / OvationTix), including setting up ticketed events and subscription series, entering patron sales and donations, pulling reports, uploading data, maintaining proper data hygiene, and troubleshooting with vendor as needed. Also, periodic uploads to TRG Arts DataCenter.
- Work with staff and board to build managed prospect portfolio.
- Support donor portfolios of Executive Director and senior leadership, including:
  - Prospective donor identification and research
  - Helping to develop individual donor strategies to renew and upgrade large gifts
  - Preparing briefing materials, including prospect profiles and proposals for donor meetings
  - Ensuring prompt follow-up to close gifts and appropriate donor stewardship
- Schedule donor meetings and appointments.
- Provide analysis on donor giving patterns and implications and produce development/fundraising reports as requested by Executive Director and Director of Marketing & Patron Loyalty.

- Central source for all managed prospect activity and responsible for monitoring annual progress to goal.
- Develop donor-facing correspondence including letters, invitations, briefings, and other mailings
- Support development efforts, including merging and mailing solicitations and sending acknowledgement letters to donors, foundations, and corporations.
- Help to plan and coordinate fundraising-related events and dinners, including:
  - sending out invitations and maintaining RSVP lists
  - coordinating with venues and rental companies
- Tracking development-related expenditure and ensuring activities are performed within the development budget.
- Oversee management of the Legacy Circle, ensuring promised recognition opportunities are fulfilled, and coordinating events (typically one luncheon per year).
- Project management support for annual gala and donor cultivation events
- Communicate with California Symphony's volunteer networks to confirm event support as needed
- Execute patron loyalty activities, such as pulling mailing lists and mailing first time attendee follow-up postcards, repeat attendee cards, and other retention tactics.
- Various administrative tasks, including maintenance of the development calendar/planner; collecting mail; managing, and ordering office supplies.
- Attendance at concerts and events—live and online—which often take place outside of normal business hours on evenings and weekends; responsible for managing Information Table at concerts and overseeing volunteers.

**Qualifications/requirements to be successful:**

- Excellent general communication and writing skills.
- Strong organizational skills and attention to detail, with a demonstrated ability to work independently, and balance and prioritize a high volume of projects and activities.
- Tech savvy – willing and able to follow self-directed learning (training documents, video tutorials, help sites) to learn CRM system and event software, troubleshoot, and escalate issues as appropriate.
- Ability and desire to develop analytical skills utilizing tools such as Mailchimp, Greater Giving, and AudienceView patron database.
- Good working knowledge of Excel.
- Database administration experience preferred.
- Basic graphic design experience helpful.
- Ability to develop strong internal and external working relationships.
- Experience working with volunteers a plus.
- Experience coordinating production of reports, brochures, etc. preferred.
- Familiarity with the Diablo Valley philanthropic community and/or classical music, nonprofit organizations, etc. a plus.
- This position also requires some physical labor, such as carrying wine to events, loading in lobby displays at concerts, running errands occasionally, and managing office supply inventory as needed.

**Compensation and Terms:**

- This position salary is \$58,000 annually.
- Benefits include health insurance or monthly health payout, sick pay, and monthly transit/parking benefit.
- Located in the Walnut Creek office—just steps from BART—with some remote work available in agreement with supervisor. Exact in-office schedule to be determined with supervisor.
- Budget for professional development is provided.

**About the California Symphony**

California Symphony's mission is to enhance lives by performing the full range of classical music with a focus on works by American and underrepresented composers, presenting young performers in their first professional or early career concerts, and providing transformational education programs for all. Believing classical music can be fun and unthreatening, we strive to make our concerts relevant and engaging. Many of our orchestra musicians regularly perform with San Francisco Symphony, Opera, and Ballet. Our vision is to be a relevant ensemble, making classical music meaningful and accessible, bringing in new audiences, and more fully representing the state of California.

Music Director [Donato Cabrera](#), now in his tenth season with California Symphony, has a dedication to adventurous programming and enjoys working with living composers. He has a deep interest in programming works that reflect the communities California Symphony serves. The Consulate-General of Mexico recognized Cabrera in San Francisco as a Luminary of the Friends of Mexico Honorary Committee for his contributions to promoting and developing the presence of the Mexican community in the Bay Area. In addition to Cabrera's role with California Symphony, he has served as a conductor of the San Francisco Symphony and as the Wattis Foundation Music Director of the San Francisco Symphony Youth Orchestra from 2009-2016. He is one of only a handful of conductors who has led performances with the San Francisco Symphony, Opera, and Ballet.

Outside of the concert hall, California Symphony actively supports music education as a driver for social change through its El Sistema-inspired [Sound Minds program](#) at Downer Elementary School in San Pablo, CA, which brings intensive music instruction and academic enrichment to schoolchildren in an area where 94% of students qualify for the federal free or reduced price lunch program, at no cost to the students who participate. The Orchestra also hosts the highly competitive [Young American Composer-in-Residence program](#) and its current composer, **Viet Cuong**. California Symphony has launched the careers of some of today's most well-known artists, including violinist [Anne Akiko Meyers](#), cellists [Alisa Weilerstein](#) and [Joshua Roman](#), pianist [Kirill Gerstein](#) and composers such as [Mason Bates](#), [Christopher Theofanidis](#), and [Kevin Puts](#). For more information, please visit [www.californiasymphony.org](http://www.californiasymphony.org).

**An Equal Opportunity Employer**

It is the policy of the California Symphony to provide all persons with equal employment opportunities without regard to race, color, sex, religion, national origin, veteran status, marital status, or any characteristic protected by federal, state, and local law. Candidates of ALAANA (African, Latinx, Asian, Arab, and Native American) communities are encouraged to apply.

**To Apply:**

- Submit cover letter and resume to [jobs@californiasymphony.org](mailto:jobs@californiasymphony.org)
- No phone call or email inquiries, please