

Campaign Director- San Diego Symphony

Sterling Search Inc. - San Diego, CA

Position Overview

Sterling Search Inc. has been exclusively retained to recruit for the new Campaign Director (Director) for the San Diego Symphony (SDSO).

The **San Diego Symphony Orchestra** performed its first concert on December 6, 1910. In the 100-plus years since its inception, SDSO has become one of the leading orchestras in the United States and has been designated a Tier 1 Orchestra by the League of American Orchestras since 2010. The Symphony is committed to providing musical experiences of superior quality for the greater San Diego community and beyond. Through a rich mixture of innovative and educational programming designed to appeal to all ages and cultures, the Symphony works to make music an integral part of the cultural and intellectual fabric of Southern California, valued by and relevant to all its residents. Music Director Designate **Rafael Payare** begins in FY20.

San Diego Symphony To Build \$25M Open-Air, Waterfront Concert Facility

In 2015 **Todd Schultz** was recruited as the **Vice President of Institutional Advancement** under the leadership of **CEO Martha A. Gilmer, who joined the SDSO** in 2014, after an impressive 35-year career at the Chicago Symphony Orchestra. **Schultz**, prior to taking over The Old Globe fundraising efforts in 2004, served as marketing director for the Los Angeles Opera, the Atlanta Opera and the San Diego Opera. Among his achievements at the Globe was a successful \$75 million capital and endowment campaign.

Since 2015, Schultz has built a comprehensive and robust development function with a donor centric focus and a high performing team. With collaborative goals and an organizational culture of philanthropy the advancement team has achieved continuous growth. SDSO also has an impressive Board of Directors with a minimum of \$15,000 *give*, many of whom, including an Angel donor, give far beyond their requirement.

CEO Gilmer is a firmly committed fundraising partner with Schultz, and together they have increased annual operating support to \$16 million. With the building of the new facility, the Symphony is gearing up to add a strong middle

management team to execute a successful significant comprehensive campaign. The Campaign Director is the last of several leadership positions added to the department and a new position created to take Schultz out of the day-to-day running the department so he can focus on being more external with the campaign and principal gifts. Although the new Director will be focused on the annual fund and advancement services, Schultz believes it is important for the Director to continue to develop their major gifts skills and will also manage a small portfolio of donors.

Building upon the SDSO's momentum of success, the Director will assist Schultz in leading the vision and strategy for the fund development function in an organization which continues to be poised for even greater growth. This is a phenomenal opportunity for a development professional, who is passionate about the mission of the San Diego Symphony and playing an integral role in the next stage of its growth.

Job Description:

The CD reports to the Vice President for Institutional Advancement and serves as the lead strategist of a \$90 million Comprehensive Campaign and serve as a frontline fundraiser to secure major gift support for operations. Work with the Board, Campaign Committee, management team, Vice President for Institutional Advancement, and campaign consultants as lead staff member on strategizing, coordinating and executing solicitations and communications materials for Comprehensive Campaign support. While overseeing, strategizing and implementing the Comprehensive Campaign, the CD will carry a portfolio of major donors and prospects, whom he or she will cultivate, solicit and steward for all types of giving, including annual fund support, planned gifts and campaign contributions.

Duties and Responsibilities:

- Works closely with the Vice President for Institutional Advancement, members of the Advancement team, Campaign Counsel, and Campaign Volunteer leadership to plan, strategize and maintain the timeline for solicitations for the Campaign in conjunction and support of Annual Operating solicitations
- Maintain a portfolio of approximately 40 major donors and prospects
 - Responsible for the cultivation and solicitation of individuals in portfolio
 - Work with Advancement Staff, Executive Management and Board members to cultivate and manage donors and prospects in the portfolio

- Assist in identifying and researching new individuals for the Prospect Pipeline
- Serves as lead staff member on implementation and management of Comprehensive Campaign
- Responsible for creation, coordination, design of all campaign collateral
- Staffs CEO, Vice President for Institutional Advancement, and Campaign Leadership volunteers
- Develops and maintains appropriate campaign management documents
- Oversees implementation of Campaign Gift Counting and Recognition Guidelines
- Develops and manages campaign budgets and timelines
- Ensure that solicitation and campaign timelines are met
- Serve as lead staff member for Campaign Leadership Volunteers, develop cultivation and solicitation strategies
- Work with Campaign Counsel, Campaign Committee, CEO and Vice President for Institutional Advancement to strategize campaign details, including case statement, campaign pitch decks, custom proposals, fact sheets, marketing materials, and website
- Oversee Operations Staff in creation of giving reports for CEO, Board Chair and Campaign leadership
- Designs and implements a solicitation training program for volunteers, including creation of solicitor training manual and overseeing training sessions
- Coordinates the work of Campaign Counsel
- Works closely with the Vice President of Marketing and Vice President for Institutional Advancement to create strategies for campaign publicity/messaging, collateral development, including webpage, and public recognition strategies
- Play a leadership role in strategizing cultivation, solicitation and stewardship of major gifts from individuals, contributing to the annual fund, endowment and capital projects
- Attend Symphony concerts, dinners, receptions and events with prospects, donors and Board members
- Other duties as assigned

Required Knowledge, Skills and Abilities:

- Minimum of ten years' experience in the fundraising field
- Prior management experience
- Strong major/principal gifts fundraising experience
- Proven track record of meeting and exceeding fundraising goals
- History of building diversified and effective development programs
- Demonstrated success in supervising and inspiring leadership volunteers and staff
- Strong ability to write and speak well
- Competence in working with electronic forms of communications; software proficiency with MS Office (Excel, Outlook, Word, PowerPoint) and prospect databases (Tessitura preferred)

- Visionary, trustworthy, diplomatic, understanding, personable, patient, and innovative
- Ability to be effective in a variety of social and business environments
- High level of energy and initiative
- Strong organizational skills with experience in project management
- Commitment to the mission of the San Diego Symphony
- Knowledge of tax benefits, charitable giving, and estate and financial planning preferred
- Demonstrated success in working with online media and website communications preferred

Preferred Knowledge, Skills and Abilities:

- Experience working in the fundraising department of a non-profit
- Knowledge of Tessitura software

Required Education and Experience:

- Minimum of Bachelor's Degree

General Requirements:

- Able to sit for long periods of time while entering data in donor database. Must be able to pick up and move a minimum of 25 lbs. Must have valid driver's license and access to a vehicle.

Work hours:

- Monday through Friday, 9 a.m. to 5 p.m.; plus regular special events and concerts on evenings and weekends, as required

A competitive compensation package will be offered to attract an outstanding candidate.

Please send resumes to:

Sterling Search, Inc.

info@sterlingsearchinc.com

Phone: 310-774-0099 or 714 433 7040

Direct all correspondence emails and telephone calls to Sterling Search, Inc.

Any resumes sent or telephone calls made to the San Diego Symphony will be redirected to Sterling Search, Inc.