



CARLSONBECK

EXECUTIVE SEARCH FOR PHILANTHROPY & NONPROFITS

Position Specification



Director, Campaign

26 July 2020



Carlson Beck advises **San Francisco Symphony** on the basis of an exclusive consulting engagement.



POSITION SPECIFICATION

THE POSITION: DIRECTOR, CAMPAIGN

REPORTS TO: SENIOR DIRECTOR, DEVELOPMENT

LOCATION: SAN FRANCISCO, CALIFORNIA

THE ORGANIZATION

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.

THE POSITION

The Director, Campaign ("Director") is a senior leader on the San Francisco Symphony's Development Team, and reports directly to the Senior Director, Development ("SDD"). The Director is a critical frontline fundraiser for the Symphony, and personally manages a portfolio of 40-45 Principal and high-end Major Gift prospects. The Director will lead a team of five-plus (5+) development professionals, with four direct reports.



In partnership with the SDD, the Director is responsible for successful achievement of the contributed revenue goals for the SF Symphony's forthcoming comprehensive Campaign, currently anticipated to be multiple hundreds of millions of dollars in size, and all Planned Giving efforts. They will create and oversee the implementation of the strategy for the comprehensive campaign and planned giving.

The successful candidate is deeply collaborative, strategic, optimistic, and must possess a can-do attitude. They need to be committed to 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.

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.

RESPONSIBILITIES

Comprehensive Campaign

- Lead strategic thought partner to the SDD, CEO, and Board leadership for developing and executing the strategy for the comprehensive Campaign, Principal, and Planned Giving.
- Participate as a member of the Development Leadership Team, contributing to the overall division planning and providing fundraising counsel to senior leadership and the Board.
- Responsible for managing a portfolio of 40-45 Principal and high-end Major gift donors and prospects through all stages of the gift cycle.
- Direct and oversee the implementation of all aspects of the fundraising campaign across the Development Team, including the execution of the fundraising plan, timetable, prospect pipeline, and achievement of clearly defined goals.
- In collaboration with SDD, drive Executive Leadership and Campaign Volunteer Leadership involvement in the Campaign's success by creating cultivation and stewardship strategies for their prospects and providing trainings/briefings.
- In collaboration with research colleagues, establish solicitation priorities, oversee prospect lists and research needs, and develop and execute targeted cultivation plans and solicitation strategies for a range of prospects.
- Identify Campaign Naming Opportunities and maintain up-to-date market-rate pricing in collaboration with the Associate Director, Principal Gifts.
- Create strategies and oversee execution for Campaign related announcements and gift celebration/naming events.
- Drive the strategy for the Development Leadership and the Stewardship Team on stewardship efforts related to the Campaign.
- Collaborate across the Development Team to create messaging strategy for Campaign print and electronic collateral materials, including the case statement and Board of Governors presentations, and ensure timely execution on development of materials.
- Collaborate with the Development Operations and Services Team to guide and drive strategy on acknowledgements for Campaign contributions and pledge payments.
- Work with Frontline Fundraisers in Campaign, Principal, and Planned Giving roles to support successful messaging, strategy, proposals, gift agreement letters with prospects.
- Oversee and manage all committees related to the Campaign/principal gifts and drive volunteer



leadership recruitment for the Campaign.

- Manage, alongside the SDD, any consultant relationships connected to the Campaign.
- Work closely and collaboratively with other members of the Development Team in achievement of Campaign and Planned Giving goals.
- Supervise and lead a high-performing and ambitious team of Development professionals and guide their job performance success and professional development.
- Attend and present at board and committee meetings including Development, Gift Planning, Committee on Governors, etc. as needed.

Planned Giving

- Oversee and guide the Planned Giving team, including overall strategy, messaging and solicitation and stewardship processes.
- Ensure Planned Giving goals are met.
- Collaborate with the Director, Planned Giving in their oversight and management of the Gift Planning Committee to advance and achieve Planned Giving goals.
- Monitor projections from Director, Planned Giving on SF Symphony Managed Life Income Pools and provide recommendations to leadership on actions needed.
- Oversee the relationship with any planned giving consultants and contractors directly managed by the Director, Planned Giving.

Prospect Research and Moves Management

- Oversee and direct the prospect research team, ensuring timely delivery of research profiles and briefs for donor meetings and events.
- In collaboration with the SDD, drive the strategy for prospect pipeline development and portfolio management for all Gift Officers.
- Ensure that portfolio management across the Development Team is robust and in line with industry best practices and create a dynamic level of qualification to meet revenue goals.
- Collaborate with the Database and Data Analytics team members to strengthen pipeline of donors and identify new and increased giving.
- Stay current on industry best practices and available tools for research and prospect management for the Symphony.

Other duties

- Attend concerts and events.
- Perform additional duties as required by the San Francisco Symphony.

EDUCATION: Bachelor's degree required.

EXPERIENCE

- Eight to ten years of experience in fundraising, with a track record of success, preferably in the performing arts.
- Proven experience in principal gift fundraising, preferably in performing arts organizations, and in cultivating and soliciting prospects capable of gifts at the \$1M+ level.
- Principal, Major, and Planned Gifts with a track record of management success during a large capital campaign in a sophisticated and complex environment.



COMPETENCIES/ATTRIBUTES

The successful candidate will possess:

- A passion for and interest in music is preferred.
- Excellent communication skills, written and verbal.
- Proficiency in Microsoft Office and donor database software. Tessitura preferred.
- Strong organizational skills.
- Well-developed interpersonal skills and diplomatic abilities.
- Ability to work successfully in a fast-paced environment while managing multiple assignments and priorities.
- Capacity for regional travel as needed.
- Willingness to attend concerts and events, regularly on nights and weekends.

COMPENSATION

A competitive annual salary, plus a comprehensive benefits package, will be offered, commensurate with experience.

For additional information regarding this opportunity, please contact:

Sally Carlson

Managing Partner

415.203.5259 mobile

917.922.6113 mobile

sally@carlsonbeck.com

Claire LeTard

Principal

985.773.3326 direct

claire@carlsonbeck.com