

Senior Director, Annual and Legacy Giving

The VSO is seeking a Senior Director, Annual and Legacy Giving with broad based annual giving fundraising experience to grow our fundraising programs.

About the VSO

Vancouver Symphony Orchestra was founded in 1919, the VSO is the third largest symphony orchestra in Canada, and the largest performing arts organization in Western Canada. The VSO creates, curates, and connects irresistible musical experiences—performing 150+ concerts annually in its home, the Orpheum Theatre, as well as numerous venues throughout Metro Vancouver, and online. The VSO is one of a handful of orchestras worldwide that has its own music school: the VSO School of Music. The organization delivers extensive education programs reaching more than 50,000 young people annually, and community engagement initiatives that reach a further 100,000+ people. Maestro Otto Tausk is the VSO's Music Director and the Artistic Advisor of the VSO School of Music.

Job Description

The VSO's Development Team raises approximately \$3.7+ million annually in support of the institution's annual performance, education, and community outreach programs.

Reporting to the VP, Chief Development Officer, the Senior Director, Annual and Legacy Giving has a passion for music and the arts and the drive to achieve and exceed. You will hold a portfolio of donors who give \$1,500 to \$5,000 annually and have a focus on acquiring new support at this level. You will be responsible for developing the strategy and plan to grow the Friends of the VSO program and oversee its implementation with your two direct reports. You will manage and grow the VSO's Stradivarius Legacy Circle. You will keep informed on donor trends and ways to give. You will lead the annual giving and legacy programs with compelling and inspiring appeals that engage and inspire the community, setting in motion a successful and comprehensive suite of fundraising approaches that will meet and exceed the VSO's revenue targets.

RESPONSIBILITIES INCLUDING BUT NOT LIMITED TO:

- Strategize, plan and oversee the VSO's annual giving programs, including campaign concepts, writing and creative direction. This would be implemented through traditional direct mail, e-solicitation campaign, check-out donation requests, tap to give and any new streams that may come online.
- Carry and grow a portfolio of \$1,500 to \$5,000 annual supporters. Ensure effective communication and relationship building through face-to-face meetings that will see this group increase their annual support and become lifelong donors
- Mentor your direct report to grow the \$500+ giving program with face-to-face asks.
- Manage and grow the VSO's planned giving program, from encouraging planned giving, to signing up members to our Stradivarius Legacy Circle and managing bequests to completion.
- Develop and nurture strong relationships with current, lapsed and prospective donors
- Keep detailed donor records and track prospect management in Tessitura, the VSO's integrated ticketing and fundraising database
- Research, identify and meet with new donor prospects to build strong relationships

- Create tailored asks for key individual donors/prospects based on giving history, preference and information gathered through research and personal meetings
- Develop fundraising budgets, targets and projections in consultation with the VP, CDO and manage financials compared to approved budgets
- Attend concerts regularly, known as concert duty, to meet with VSO supporters and understand the varied audiences that attend concerts, in order to help inform solicitation strategies
- Attend and participate in fundraising events, and strategic initiatives that have a company-wide focus.
- Ensure donor stewardship and recognition is implemented in conjunction with departmental plans
- Inspire and mentor support staff to reach their fundraising potential

QUALIFICATIONS and EXPERIENCE

- 5+ years of fund development experience with a proven track record in donor engagement, direct mail, major gift cultivation, solicitation, stewardship and prospect research
- CFRE designation or equivalent education, training and experience
- Demonstrated successful track record in fundraising from individuals
- Experience and confidence to introduce new approaches, perspectives and fresh ideas and can demonstrate that such innovation has proven successful in the past
- Excellent writing, direct mail and proposal preparation skills
- A mature and disciplined self starter with the ability to set objectives, activate plans and manage performance in a fast-paced environment
- Ability to work both independently and as part of a team
- Organised and detail oriented
- Proficiency in Microsoft Office Suite and advanced knowledge of fundraising software
- Ability to manage multiple tasks with competing priorities
- Tact, diplomacy, discretion essential
- Embraces values of Respect, Integrity, and Excellence in the workplace

The position's description summarizes the general nature and level of work expected of the position. It is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities required of the position.

Remuneration

\$90,000 - \$96,500 based on experience

What it's like to work here

The VSO offers a fast-paced, creative, and strategically minded workplace environment. We are a group of music-loving arts administrators, with a passion for the performing arts, combined with business acumen, personnel management, and leadership, in a strong and collaborative environment. We are proud of the VSO's legacy in musical excellence and music education and are working towards growing our reputation as a world-class orchestra, with state-of-the-art teaching facilities, outreach programs, as well as a community of engaged, philanthropic fans.

The VSO offers hybrid working models, though given that we are a live performing arts organization, some evening and weekend work will be required in the theatre.

The VSO values diverse perspectives, experiences and cultures and are committed to fostering an inclusive workplace. We encourage applications for this position from members of all groups experiencing barriers to equity.

Benefits

The VSO offers a flexible work environment with the opportunity to work two days from home as scheduling permits, extended medical benefits available to full-time employees, and other incentives and perks.

To Apply

Please email your resume and cover letter to employment@vancouverSymphony.ca

Please include "Senior Director, Annual and Legacy Giving" in the subject line.

The VSO thanks all applicants for their interest, only those applicants selected for an interview will be contacted.

Application Deadline

Applications will be reviewed on a rolling basis until the position is filled so early applications are encouraged.