



## **Job Announcement: Director of Development & Communications**

**July 8, 2024**

The Berkeley Symphony seeks a full-time Director of Development & Communications to begin in Summer 2024.

### **Background**

The Berkeley Symphony's adventurous concert programs combine innovative new works with traditional classical repertoire to engage the curiosity, spirit, and intellect of our audiences. In addition, our award-winning *Music in the Schools* program brings symphony musicians into Berkeley public elementary school classrooms. With our public concerts and education programs, we serve over 7,500 people per year.

The Berkeley Symphony is an open, inclusive, and welcoming organization for all. Applicants from diverse backgrounds are strongly encouraged to apply.

### **Position Summary**

The Director of Development & Communications partners with the Executive Director to develop, manage, and implement strategies to raise public awareness of and engage support for the organization. This position supervises the Marketing and Patron Services Manager, who provides marketing and sales support, and is responsible for patron services and box office functions.

The Director of Development & Communications oversees a comprehensive assortment of fundraising activities, including annual fund, special events, and institutional giving. With the support of the Marketing & Patron Services Manager, this position engages donors and patrons through the creation of compelling materials for print, electronic, and social media campaigns.

Because this position plays a vital role in representing the organization to the public, the successful candidate will demonstrate a personal understanding of and commitment to the Berkeley Symphony's mission.

## **Essential Responsibilities and Duties**

### ***Fundraising***

- Partner with the Executive Director to develop and implement a comprehensive Development Plan consistent with Berkeley Symphony's short- and long-term objectives.
- Support the Executive Director in all aspects of donor prospecting, cultivation and stewardship, developing strategies to maximize fundraising program success.
- Plan, manage, and implement all phases of the Annual Fund campaign; oversee the solicitation and acknowledgement process, budget development and tracking, and the management and maintenance of donor records.
- Identify and pursue opportunities for institutional funding. Manage the application and reporting processes for grant opportunities from corporations, foundations and government agencies.
- Work with the Executive Director, Board members, and volunteers to plan and execute the key fundraising events each season.

### ***Communications***

- Develop rich written content aimed at telling the story of the Symphony and engaging audiences for publication through print, web and social media channels.
- Collaborate with the Marketing and Patron Services Manager to ensure the consistency of branding and messaging across all communications with donors and the public at large.
- Oversee the design and creation of printed and digital materials in alignment with the organization's brand, including, but not limited to, brochures, flyers, invitations, posters, banners, newsletters, emails, and social media campaigns.
- Manage press and media relations, with the support of the Marketing and Patron Services Manager.
- Partner with the Executive Director to identify and pursue strategic community engagement and outreach activities.
- Supervise the Marketing & Patron Services Manager in all areas, including subscription/season ticket and single ticket campaigns, box office and front-of-house functions at concerts and events.

### ***Board of Directors***

- Attend bi-monthly Board meetings, providing progress reports as requested.

- Partner with the Executive Director and Committee Chair to run the Development Committee, including setting group goals, calendaring meetings, creating agendas, tracking notes and action items.
- Develop Board and volunteer leadership through participation in Development Committee meetings and ongoing donor cultivation efforts; participate in identifying and recruiting new leadership and membership for the Committee.
- Support the Board Nominating Committee by providing a development perspective on potential new board members.

### **General Administration**

- Collaborate with the administrative team, attending staff meetings as requested.
- Represent Berkeley Symphony at concerts as well as donor, industry and civic events as requested.
- Perform other duties as assigned by the Executive Director.

### **Qualifications**

- Interest in and appreciation of classical music.
- Bachelor's degree in a relevant discipline.
- Outstanding attention to detail, organizational skills, and commitment to quality.
- At least 5 years related experience, preferably in a Bay Area arts organization.
- Professional demeanor with excellent interpersonal, verbal and written communication skills.
- Customer service orientation
- Demonstrated ability to be both a leader and a team player who works effectively with others, is self-motivated and flexible.
- Computer literate, comfortable with learning and adapting to new software platforms. Skilled in MS Office and Google Suite, Adobe InDesign and Illustrator.
- Experience with web content management systems and CRM databases and data processes.
- Experience planning and implementing fundraising events.
- Experience managing professional/business social media accounts is desirable.
- Good judgment, sense of humor, and ability to maintain appropriate confidentiality.
- Ability to work occasional evenings and weekends.

## **Compensation**

Annual salary from \$85,000 to \$100,000, commensurate with qualifications and experience. Benefits: medical, dental, vision, and 403b plan.

## **To apply**

Position open until filled. Send cover letter and resume to:

Marion Atherton  
Executive Director  
Berkeley Symphony  
1919 Addison Street, Suite 201  
Berkeley, CA 94704  
[matherton@berkeleysymphony.org](mailto:matherton@berkeleysymphony.org)

*No phone calls please.*