

WILMINGTON SYMPHONY ORCHESTRA (WSO)

JOB DESCRIPTION: **DIRECTOR OF DEVELOPMENT & COMMUNICATIONS**

The Director of Development and Communications leads the organization's fundraising, internal and external communications, and marketing initiatives. This position works to increase and diversify funding while elevating the organization's brand recognition and visibility at the community and thought-leader levels. Other responsibilities include database management for donors, students and musicians, and constituent relations activities that create a supportive climate for WSO's growth.

WSO's Director of Development and Communications is a full-time position that sits on the Senior Leadership team and reports directly to the Executive Director. The Director of Development and Communications works in collaboration with the Executive Director, Board of Directors, and part-time staff to accomplish the goals of the organization. This position is an integral part of WSO's commitment to make a significant and lasting impact in the lives of hundreds of people every year.

Primary Responsibilities include:

Development

- Create the organization's annual development plan in line with our strategic plan
- Foster an understanding of philanthropy within the Board and organization; maintain appropriate collaborative relationships with other staff and Board members, and provide professional support with board members' financial development work
- Develop and oversee annual fundraising program, including major gifts, sponsorships, grants, and planned gifts
- Develop a portfolio of major gift donors/prospects and manage the fundraising strategy for these donors with primary responsibility for cultivation, solicitation, and stewardship
- Build and strengthen relationships with corporations to develop corporate sponsorship and other development opportunities
- Create customized solicitation strategies that match the objectives of the organization and interests of donor prospects
- Oversee the government and foundation fund development process including managing high level relationships, managing contracts, and shepherding the fundraising and reporting processes
- Work closely with the Executive Director on new funding opportunities
- Manage fundraising database and input donations, run reports

- Perform other duties as assigned

Communications

- Oversee creation of communications and publications to support development activities
- Create marketing plan and strategy for the organization in collaboration with Executive Director
- Build and sustain strong organization brand internally and externally; maintain integrity of brand and identity
- Oversee and provide vision for all institutional communications including annual report, collateral, videos, social media presence, etc.
- Develop social media marketing strategy and analyze key data points; shift strategy as necessary for efficacy
- Elevate WSO's profile and brand through comprehensive strategies including relationships with key influencers and press
- Support staff and board in developing their communication skills and messaging through training

Qualifications

- BA (required); MA (a plus); CFRE (an asset)
- Five-plus years' experience in development with proven results
- Demonstrated excellence in organizational, managerial, and communication skills
- Solid skills in a PC based environment in Word, Outlook, Excel and PowerPoint
- Knowledge of donor software is essential; familiarity with Salesforce NPSP is a plus
- Knowledge of federal and state legislation affecting charitable organizations

A successful Director of Development & Communications...

- Has a professional and resourceful style; the ability to work independently and as part of a team, to take initiative, and to manage multiple projects
- Is a strong writer and can articulately write our story and impact
- Will motivate staff, board members, and other volunteers
- Is well-organized - tracks and delivers on deadlines
- Has a positive attitude, shows concern for people and the communities we serve, demonstrates presence, and practices humility and open-mindedness
- Is an expansive and creative thinker - is a master problem solver and enjoys challenges. Brings in new prospects, and is not afraid of the word "no"
- Familiarity with symphony orchestras or the cultural arts environment is also a plus

About WSO

Founded in 1971, the Wilmington Symphony Orchestra (WSO) has evolved into a premier regional orchestra for Wilmington and the Cape Fear Region, providing value in cultural arts and entertainment, music education and economic development. WSO's mission is to provide symphonic music at the highest degree of excellence through performance opportunities for regional musicians and educational programs for our community's youth.

Pivotal accomplishments along the way in the orchestra's own evolution have included establishing a higher standard of performance through mandatory auditions, providing stipends for the musicians, programming a POPS series, and commissioning new orchestral works. The WSO represents southeastern North Carolina as a leader in music education and remains committed to youth outreach as an organizational priority. The orchestra's array of "Music For Youth" education and community outreach programs addresses an important civic need, filling a void in musical training available and developing creativity, critical-thinking, collaboration, presentation skills, and leadership.

About our Culture

We are mission-driven and work hard because we care deeply about what we do. We are deeply committed to equity and inclusion and want to do the self-work necessary to be successful in these areas. We like working with each other and we like to make work fun. We like to try new things and encourage each other to find unique and unconventional ways to tackle tough problems. We want people to grow. We like to promote from within and build each other up, but we also like to bring in new ideas and different perspectives.

Pay and Benefits

This is an exempt, full-time, salaried position. Salary range begins at \$50,000. WSO offers a competitive benefits package that includes paid time off, personal, and parental leave. Benefits also include 100% employer-paid health and dental insurance premiums.

TO APPLY

Email resumé, cover letter, at least 3 professional references, and fundraising writing sample to subject line: DEVELOPMENT at info@wilmingtonsymphony.org. **No phone calls please. Position is open until filled.**

The Wilmington Symphony Orchestra is an Affirmative Action/Equal Opportunity Employer. We do not discriminate against any individual or group of individuals on the basis of age, color, disability, gender, national origin, race, religion, sexual orientation or veteran status. Submitting an application does not constitute a promise or guarantee of employment.