CONFIDENTIAL JOB DESCRIPTION

POSITION: Director of Major Gifts
Music Academy of the West

LOCATION: Santa Barbara, California

WEBSITE: www.musicacademy.org

ORGANIZATION: Since 1947, the Music Academy of the West has been making a unique and enduring contribution to the world of music by

- Advancing the development of the next generation of great classically trained musicians.
- Cultivating discerning, appreciative, and adventurous audiences.

Music Academy of the West is a performance-based training center and incubator that empowers musicians to positively impact society. The Academy welcomes everyone from across all generations, cultures and backgrounds to experience the transformative power of music. Based in Santa Barbara, California, the Academy presents the preeminent full-scholarship Summer School and Festival for classically trained fellows ages 18 to 34. They study and perform with more than 50 exceptional faculty and teaching artists, while forging close connections with the community. The Academy’s commitment to long-term collaborations and exchanges with leading orchestras and opera companies results in unparalleled mentorship and career-advancing prospects. The Innovation Institution spearheads entrepreneurial training and ventures through seminars, residencies, and the range of creative projects. Launched in 2018, Sing!, a free, after-school choral program for local elementary students inspires personal growth and expression.

The Music Academy of the West values diverse colleagues who thrive in a collaborative, highly communicative workplace. Their administration collectively informs and agrees upon the organization’s expectations for teamwork, including a positive, goal-oriented environment that positions every employee for success.
REPORTING RELATIONSHIP: The Director of Major Gifts reports to the Chief Advancement Officer.

POSITION SUMMARY: The Director of Major Gifts will be responsible for the identification, cultivation, solicitation, and stewardship of annual gifts of $2,500 to $15,000 and above from individuals. The Director of Major Gifts will work closely with the Chief Advancement Officer and Chief Executive Officer, serving as the primary driver for internal processes and external moves that will ensure a consistent and deliberate focus on those individuals whose philanthropy will have significant impact on the organization.

The Music Academy is in the middle of its Innovation and Sustainability Campaign, which is focused largely on endowment giving. This position will have a key role in the campaign’s success.

Key metrics for success will include donor engagement through in-person contacts and portfolio development and revenue (year one expectations at $2 million).

SCOPE AND RESPONSIBILITIES:

• In partnership with the Chief Advancement Officer, develop a comprehensive and actionable annual gift plan with ambitious and attainable revenue goals.
• Collaborates with development colleagues to expand the community of philanthropic leadership that supports the work of Music Academy of the West, managing a portfolio of annual donors and working to develop a pipeline of new donors.
• Qualify current and prospective donors to develop an active portfolio of approximately 150 individuals for annual gift cultivation, solicitation and stewardship at increasingly higher levels.
• Conducts approximately 150 meaningful donor visits per year in and out of the Santa Barbara region.
• Design and implement customized cultivation strategies for each donor that will serve as a foundational communication and marketing plan for each individual within the portfolio.
• Collaborate with staff and volunteers to coordinate cultivation events and other activities for donors/prospective donors.
• Monitor all contacts to ensure positive and purposeful prospect and donor relations.
• Move potential donors in an appropriate and timely fashion toward solicitation and closure. Maintain a full and flexible calendar to ensure timely solicitations and meetings.
• Works personally with top donor prospects and also supports the Chief Advancement Officer, Chief Executive Officer and key volunteer leaders in top prospect visits, in order to maximize philanthropic support for the organization, raising gifts to meet identified fundraising priorities.
• Identifies, cultivates, solicits, closes and stewards corporate prospects and donors, and works with Music Academy of the West’s marketing team to fulfill corporate sponsorship agreements. Will coordinate with development colleagues and corporate partners colleagues on contacts.
• Supports and staffs the Chief Executive Officer, and/or other senior administrators as appropriate, in donor prospect relationships including
proposing planned strategies leading to gifts; briefings in preparation for development-related meetings; drafts or plans letters to donors and prospects, comments for donor gatherings; and sets and coordinates individual meetings with many key gift prospects.

- Oversees a robust and engaged volunteer Advancement/Marketing Committee that meets five times annually, comprised of Board members and volunteers.
- Attends various organization events and meetings, including activities on weekends, evenings, and out of town in order to cultivate or solicit donors.

**QUALIFICATIONS:**

- Seven to 10-plus years of significant nonprofit fundraising in an organization that has a reputation for strategic thinking, organizational excellence and aggressive action.
- Five-plus years of experience in annual fund cultivation and solicitation. Proven track record of building donor relationships and closing gifts in the four and five-figure range. Six-figure gift experience is a plus.
- Five or more years fundraising experience at a performing/presenting arts organization or university; experience working on a significant fundraising campaign within a complex institution.
- A proven track record of maintaining effective relationships with donors and determining the optimal scenario for successful gift solicitation.
- Experience working with volunteer fundraisers to successfully close gifts among their networks.
- Ability to establish and monitor priorities, maintain flexibility and meet deadlines with limited direct supervision.
- Exceptionally strong strategic thinking, analytical and prospect research skills, and goal orientation are essential.
- Outstanding stewardship and relationship management skills with meticulous follow-through and excellent presentation skills while exercising creativity. Demonstrated donor recognition strategies.
- Successful experience in making cold calls as well as developing cultivation and solicitation strategies.
- A passion for classical music or other performing arts and a demonstrated commitment to non-profit arts organizations is a plus.
- Flexibility and ability to adapt to changing work priorities and schedules.
- Works well under pressure in a demanding, fast paced work environment. Ability to operate with purpose, urgency and accuracy.
- Excellent interpersonal and communications skills with both internal and external constituencies, as well as written and verbal required. Adept at crafting compelling and high-quality proposals, reports, solicitation letters and donor correspondence.
- Proven experience in telling the story of an organization and its effectiveness. Exceeds at articulating organization goals, outcomes, objectives and evaluation strategies to donors.
- Leadership skills; proven results in collaboration and participation with internal and outside stakeholders.
- Ability to engage and motivate groups of diverse individuals.
- Solid comprehension of, and ability to articulate the Music Academy of the West's programming, mission, goals and accomplishments.
• Experience with Planned Giving is a plus.
• Willingness to travel as well as work a flexible schedule including evenings and occasional weekends.

PERSONAL CHARACTERISTICS:
• A mission-driven individual with a belief in, commitment to and passion for the Music Academy of the West’s mission and programs.
• Shows respect and sensitivity for cultural differences.
• Extremely proactive approach to work. Someone that is solutions-oriented.
• Adhere to the highest ethical standards, demonstrate empathetic disposition and perseverance, reflect optimistic and positive attitude, and convey sensitivity to the needs of donors.
• A good listener and strategist. Comfortable receiving input from many sources and able to analyze and formulate disparate information to a sound, well-organized plan.
• Intrepid yet tactful. Determined yet respectful of others’ concerns. Shows diplomacy and is open to other viewpoints.
• Must be highly organized and demonstrate excellent attention to details while pursuing overall goals.
• Self-starter with ability to quickly create a positive network of relationships.
• A hard worker with a high energy level. A ‘doer’ with a willingness to work hands-on in developing and executing a variety of major donor development and activities.
• A well-organized and focused individual that is capable of and interested in increasing the effectiveness of Music Academy of the West’s Advancement team.
• Inspiring, creative and visionary.
• Positive daily work attitude on a consistent basis.

EDUCATION: Bachelor’s Degree is required.

COMPENSATION: An attractive compensation package will be offered based upon background and experience.

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Music Academy of the West is an equal opportunity employer and seeks diversity with respect to race, national origin, religion, culture, gender, age, sexual orientation, marital status, veteran status and physical abilities. All inquiries are held in strict confidence.