



Des Moines Community Playhouse Job Description

Position Title: Director of Philanthropy
Supervisor: Executive Director

Job Status: Full-time/Exempt

Summary of Position:

The Director of Philanthropy will be responsible for designing, directing and executing the philanthropy plan and strategy for the Des Moines Community Playhouse. Reporting to the Executive Director, the Director of Philanthropy will coordinate and collaborate in order to achieve all fundraising goals including, leveraging key relationships and forging strategic alliances inside and outside of Des Moines.

The Director of Philanthropy leads all fundraising efforts, and establishes the annual fundraising budget, plans and oversees events, and administers the philanthropy calendar.

Essential Job Functions

Leadership

- Communicate and collaborate effectively with the Executive Director.
- Develop and get approval for the philanthropy department's annual strategy.
- Achieve the strategic and annual goals set by the Executive Director.

Fundraising

- Develop and lead the organization's fundraising strategy including identifying annual goals for each revenue-producing segment:
 - Season ticket holders
 - Annual Giving – historical contributions
 - Annual Giving – new contributors
 - Major Giving – historical contributions
 - Major Giving – new contributors
 - Corporate Sponsors -- historical contributions
 - Corporate Sponsors – new contributors
 - Capital Campaigns Giving
 - Grants
 - Increasing the donor base
- Manage all donor cultivation, solicitation and donor relations activities.
 - Implement and administer a conversion plan (ticket sales to season ticket holder to annual giving to major gifts to capital campaign).

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- Identify new fundraising opportunities.
 - Create compelling and innovative opportunities for new and existing funders.
 - Cultivate new funding prospects.
 - Uncover new funding streams
- Ensure fundraising records and documentation is completed successfully.
- Recruit and train board members and volunteers to assist in philanthropy opportunities.

Grants

- Maintain the current grants base and identify new grants opportunities.
- Conceptualize and develop corporate, foundation and government grants proposals for local and national funders.
- Create and maintain a grants calendar.

Events

- Establish and manage the events calendar.
- Facilitate annual event decisions balancing potential revenue, brand awareness, donor impact, market segments, and social benefits.
- Organize/Manage financially successful special events (galas, opening nights etc.).

Advocacy / Public Relations

- Actively support The Playhouse's mission, vision and commitment to excellence.
- Raise awareness of the Playhouse through networking, community presentations and attendance at community functions.
- Develop and maintain relationships, collaborations and professional networks in the Greater Des Moines area to benefit The Playhouse's mission.
- Support and protect The Playhouse brand.

Administrative

- Identify the customer/donor data that needs to be collected for future data mining.
- Create sustainable/consistent fundraising documentation.
- Accurately and continually update fundraising information to ensure that data mining opportunities will be available in the future.
- Track past funding and analyze data to develop funding strategies.
- Prepare monthly philanthropy reports for the Executive Director including: annual giving, sponsorships, capitol campaign, grants and conversion rates.
- Research new funding sources.
- Develop and oversee donor recognition/gift acknowledgement program.
- Compile and write reports for funders.
- Develop metrics to measure philanthropy results.

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Knowledge, Skills, and Abilities:

Required Skills:

- Bachelor's Degree or equivalent.
- Three to five years of progressively responsible philanthropy experience, including two years of soliciting more than \$400,000 annually.
- Proficient use of Microsoft Office products.
- Excellent organization, writing, communication, and interpersonal skills.
- Demonstrated ability to engage donors and volunteers.
- Proven event planner.
- Track record of achieving progressively increasing revenue goals.

Preferred but not required skills:

- Knowledge of the Greater Des Moines fundraising community including corporate, government, foundation and individual sources required.
- Theater/Arts administration experience.

Behavioral Expectations/Accountabilities:

- **Take care of our customers.** Emphasize service. Be known for excellent hospitality. Place the individuals we serve and the quality of our service first. Get up and take them there. Remember: Board Members, fellow staff members and volunteers are also our customers. Exercise exceptional customer service with them as well.
- **We work for the volunteers.** They aren't helping us achieve our artistic goals – we are helping them succeed in the activity they have chosen.
- **Insist on excellence.** Be accountable to one another. Be on time. Meet deadlines. Maintain the highest standards of honesty, integrity and communication. Assume positive intent. Speak highly of each other.
- **Set a good example.** Treat others with respect and dignity. Maintain a positive attitude, be proactive, take ownership and be accountable for your actions.
- **Participate.** Tactfully and constructively share your thoughts and ideas.
- **Take initiative.** Go above and beyond. Look for ways to add value.
- **Build group cohesiveness and pride through teamwork.** Give ideas a hearing. Look for what's right instead of concentrating on what's wrong. When interpersonal issues arise, talk directly to the individual, not others, to avoid spreading discontent. Understand that a great customer/volunteer experience occurs only in the absence of visible strife, conflict and disagreement.
- **Expand the relationship.** Look for ways to expand the relationship with the people we serve, including customers, volunteers and donors. Seek out ways to broaden their engagement and deepen their commitment to the Playhouse.
- **Support the Des Moines Community Playhouse's mission, vision, and values.** Demonstrate confidence in the Playhouse throughout the community. Support our industry. Respect, honor and value the work of other theatre companies in the area.

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Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential job functions.

- Ability to sit and move around the work area.
- Finger dexterity.
- Repetitive motion of wrists, hands, and/or fingers.
- Lift, carry, push, pull, or otherwise move objects up to 25 lbs.
- Close vision to read computer screen and documents.
- Speech and hearing to communicate with co-workers, patrons, volunteers, board members and vendors.
- Ability to drive a vehicle/ provide proof of driver's license and vehicle insurance.
- Dependable attendance required - must be reliable and punctual.

Environmental Concerns:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential job functions.

- The Playhouse is a tobacco-free building.
- Work is in an office environment.
- The noise level is usually moderate to loud.
- Frequent attendance at evening and functions is required.
- Infrequent overnight travel is required.

Revised: 9/2020