

Fresno Philharmonic
Development and Marketing Manager
Full Time/Exempt
Position Available Immediately
Posted: September 6, 2019

To Apply: Submit cover letter, resume and 3 references to: Stephen Wilson, President & CEO, at swilson@fresnophil.org

Duties and Responsibilities:

The Development and Marketing Manager works with the CEO, Patron Services staff, outside marketing/design teams and event planners to develop and implement a comprehensive fundraising and marketing strategy for the Fresno Philharmonic aimed at patron and donor development and retention. The Development and Marketing Manager will collaborate with colleagues to insure that 1) all communications and messaging to current and potential patrons and donors are coordinated, effective and targeted; 2) all Philharmonic concert and fundraising events meet both development and marketing objectives; 3) all donors and sponsors of the Philharmonic receive the benefits and recognition required by their giving level; and 4) the Fresno Philharmonic is building strong relationships with donors and community members, consistently exceeding expectations, and providing a welcoming organization for all. Primary duties focus on maintaining efficient and robust development and marketing operations through patron data collection and analysis, communications campaigns via direct mail, email and social media, coordination of patron and donor stewardship programs, event planning and coordination. Specific responsibilities are as follows:

- Assist CEO and Board Members with current and prospective donor meetings;
- Preparation of sponsorship proposals and coordinating fulfillment of sponsor benefits;
- Writing donor acknowledgment letters and coordinating benefit fulfillment;
- Assist in production of communications by letter, email and social media throughout the year, including copy writing and editing, pulling and editing mailing lists, and coordinating printing and mailing services;
- Maintain and update the Fresno Philharmonic's patron and donor database including recording of gift information, processing gift transactions and generating development reports;
- Analyzing data to inform fundraising and marketing strategy;
- Management of fundraising, donor recognition and cultivation events;

- Assist in writing grant applications and researching prospective grant sources;
- Attend Fresno Philharmonic concerts to coordinate development and marketing activities;
- Handle miscellaneous administrative tasks as necessary and assigned

Requirements:

The candidate will possess the ability to communicate clearly and persuasively in person and in writing; to interact effectively with donors, constituents and colleagues; to think strategically and analytically and to prioritize accordingly; to work independently while handling multiple assignments simultaneously; to pay close attention to detail and meet deadlines consistently; to demonstrate proactive thinking to anticipate obstacles and take initiative as challenges and opportunities arise. The ideal candidate will be a team player and consistently show enthusiasm, creativity, curiosity, willingness to pitch in where needed and collegiality.

One to three years of marketing or development experience in an arts-related or public benefit organization strongly preferred. Four year degree or equivalent knowledge/experience required. Solid computer skills including use of databases, Microsoft Word and Excel are a must. Scheduling flexibility including evening and weekend hours at Fresno Philharmonic concerts, meetings and events required. Valid California Driver's license required and the ability and willingness to run errands. 40 hours per week.

Salary will be commensurate with experience. Benefits include company paid health insurance.

Organization Description:

The Fresno Philharmonic recently celebrated its 66th season of presenting professional symphony orchestra concerts for the residents of the Central Valley. The Fresno Philharmonic is led by Music Director Rei Hotoda and regularly performs with leading classical soloists from around the world. In 2019-20, the orchestra will perform 9 major concert events in addition to innovative education programs for area schools. www.fresnophil.org