

TWO RIVER THEATER

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Individual Giving & Database Manager:

Two River Theater is seeking an Individual Giving & Database Manager to join its growing Development Department. The right candidate will have experience strategizing and implementing annual appeals and campaigns via direct mail, online, and social media; analyzing and synthesizing data to maximize fundraising activities and increase donations from individuals; and setting up campaign and fund structures, as well as a moves management system, within the database that works well across departments. The Individual Giving & Database Manager is responsible for developing and managing Two River Theater's donor database, conducting donor prospect research and wealth screenings, manage the Annual Fund individual giving program (Backstage Pass), and supporting the Director of Development in the engagement and building of major donor relationships. The position reports directly to the Director of Development.

About Two River Theater

Now in its 25th Anniversary Season, Two River Theater is located in the vibrant Jersey Shore community of Red Bank NJ. Two River is committed to creating great American theater by developing and producing work by some of the country's leading artists. We are proud to be viewed as a vital cultural resource in the community. Through 8+ theatrical productions each year (including world premieres, musicals, classics and theater for young audiences) and 40+ annual events and audience engagement initiatives, Two River serves an audience of 50,000 annually. Two River celebrates and honors our core values of Artistic Excellence; Education and Community Engagement; Equity, Diversity, and Inclusion; and Operational Excellence. Anyone who joins our collaborative and fun team quickly becomes part of putting all of our initiatives into action day in and day out. Two River Theater is under the leadership of Artistic Director John Dias and Managing Director Michael Hurst.

Two River Theater is dedicated to the goal of building an equitable and culturally diverse work environment and strongly encourages applications from members of underrepresented groups.

RESPONSIBILITIES

Individual Giving:

- Manage a portfolio of donors \$100 - \$999 who participate in the Backstage Pass program including but not limited to: solicitation appeals, fulfilling benefits, revamping benefits as needed, coordinating regular eblast communication centered on our productions with marketing department, stewardship, and being the point person for questions.
- Assist the Director of Development with scheduling and preparing for donor meetings.
- Assist with the strategy and implementation of a planned giving program including, but not limited to: prospect research, solicitation strategy and timeline, creation of materials in print and on our website.
- Assist the Director of Development with creating a pipeline of prospective major donors and conduct ongoing prospect research to identify new prospects.
- Help manage a stewardship plan to ensure appropriate recognition of donors at all giving levels and cultivate major gifts by sending follow up letters, greeting cards, invitations to special events, and by making personal calls to thank donors.
- Help devise strategy for cultivation events throughout the year and work with events manager to coordinate.

- Conceive and implement up to (4) Annual Fund appeals and work closely with marketing department and outside vendors for content, direct mail, eblast strategy and social media campaigns.
- Create project timelines that dovetail with other departments' communications so that we are coordinating the organization's overall messaging with our constituents.
- Implement a wealth screening project in bulk at least once a year.
- Track individual giving contributions, expenses and the response rates of appeals.
- Process acknowledgement letters and emails; manage all other correspondence with individuals as needed.

Database Management:

- Process all contributed income in the database and process paperwork related to donations, including employer matching gifts.
- Process all acknowledgement letters for contributed income.
- Develop and maintain a new moves management system within the organization's Spektrix database.
- Create and refine campaign and fund structure within the organization's Spektrix database for annual giving, capital gifts, and planned gifts.
- Assist Events Manager with building fundraising event structure in Spektrix and provide invitation lists for cultivation and fundraising events and opening nights.
- Maintain donor records, pull lists for mailings and analyze as needed, and prepare donor revenue reports to measure results against goals.
- Maintain donor recognition lists and update as needed

Other - Overall Support for Development Department:

- Reconcile income and expenses monthly with the finance department.
- Collaborate with Director of Development and other staff to manage relationships with major donors, corporate sponsors, foundations, vendors, in-kind donors, underwriters, and Board members.
- Coordinate with the marketing and other departments to obtain statistics regarding attendance and marketing reach as needed for development purposes.
- Network in the community to help build relationships with potential vendors and in-kind donors.
- Work with Development Director to manage Development budget and track ongoing expenses.
- Help create a list of VIPs - donors and prospects for senior staff prior to major events and opening nights.
- Help with other Development Department projects as requested.

QUALIFICATIONS

- 2-4 years' experience working in development at a non-profit organization, arts organizations are preferred, but not required
- Enthusiastic attitude, personable, good sense of humor, and passion for theater and the arts
- Creative thinker with the ability to analyze and synthesize data and segment lists for appeal strategy
- Experience with fundraising databases and setting up structures for fundraising tracking and moves management
- Ability to participate in front-line fundraising; comfortable interacting with donors either in-person or on the phone
- Superb attention to detail, quick problem solver, and multi-tasker
- Ability to thrive in a fast-paced environment and prioritize while working under multiple deadlines
- Excellent computer skills: Microsoft Office, Word, Excel, and Powerpoint
- Availability to work on selected weekday and weekend evenings required.

Compensation: Salary is commensurate with experience. Benefits package includes medical and vision insurance, flexible spending accounts, paid vacation, personal time and a 403 (b) retirement plan.

To Apply: Candidates should submit a cover letter (include where you saw this job posting), a detailed resume, a list of 3 references, and a writing sample to Denyse Reed, Director of Development at dreed@trtc.org. No phone calls please.

Subject line should read: Individual Giving & Database Manager Position

Application Deadline: March 26, 2019

Position start date: April 15, 2019