



## **JOB DESCRIPTION**

**JOB TITLE:** Associate Director of Annual Giving and Communication

**DEPARTMENT:** Development

**REPORTS TO:** Vice President of Development

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### **POSITION SUMMARY:**

The Associate Director of Annual Giving and Communication is responsible for managing direct mail, digital giving, and telefunding campaigns. In addition, this position provides all necessary reporting for the Development Department as well as effective stewardship of donors giving via direct mail, email, phone, or online.

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### **REPRESENTATIVE DUTIES AND RESPONSIBILITIES:**

- Creates, manages, and facilitates the direct mail campaign for individual gifts.
- Works with the Development Team to create strategic and impactful solicitation and stewardship mailing campaigns and prepares mailing lists.
- Coordinates with outside vendors for production of materials and mailings; and production of small-scale in-house mailings.
- Manages the individual telefunding campaign and provides data/support to call center vendor.
- Coordinates with the Marketing Department regarding telemarketing leads and meets agreed upon revenue goals.
- Assists Development Team with identification of donors for elevation to qualification.
- Regularly provides annual fund campaign analysis including existing donors, new donors, funding gaps, etc.
- Assists with individual giving stewardship and oversees those benefits offered via direct mail, digital campaigns, and telefund campaigns with assistance from the Donor Stewardship Associate.
- Provides various lists for benefits and invitations.
- Ensures fulfillment of donor benefits and events, recognition, and endowed concert benefits.

- In collaboration with the Development and the Marketing and Communications Teams, develops communications for donors telling the story of the impact they have on the ISO mission.
- Evaluates effectiveness of donor stewardship and ensures donors are educated about benefits.
- Responsible for accuracy of all donor listings in the program book, on the website, and in the Annual Report and ensures timely review by Development Team.
- Oversees the portions of the budget that pertain to all levels of direct mail, digital campaigns, and telefund campaigns.
- Carries an ever-changing portfolio of prospects for identification and qualification for the major giving pipeline.
- Attends events throughout the season encouraging the development of personal relationships with the Symphony's donor family.

#### **MINIMUM REQUIREMENTS:**

- B.S. / B.A. degree in a related field.
- Three to five years of successful fundraising experience is required.
- Possess proven analytical, planning, verbal and written communication skills in a nonprofit.
- Must be able to work collaboratively within a team and be an effective team member.
- Work effectively with and motivate volunteers at all levels.
- Understand the fundraising process and the psychology of individual giving.
- Must be detail-oriented, well organized and able to work on a multiplicity of projects.
- Able to effectively work with a variety of constituents.

#### **INTERPERSONAL CONTACTS:**

<b>INTERNAL:</b>	Contact with staff at all levels and musicians.
<b>EXTERNAL:</b>	Contact with board members, volunteers, donors and prospects.

#### **CONTENT OF CONFIDENTIAL INFORMATION:**

Direct contact with a broad range of confidential information including donor information.

### **OUR MISSION**

To inspire, entertain, educate and challenge through innovative programs and symphonic music performed at the highest artistic level.

### **OUR VALUES**

At the Indianapolis Symphony Orchestra, we are one team committed to achieving our mission through:

- Outstanding **performance** on and off the stage.
- Extraordinary **service** to both internal and external customers.
- A compassionate workplace built on **trust** and **mutual respect**.
- A culture of **flexibility** and **openness to change**.

*The Indianapolis Symphony Orchestra is proud to be an Equal Opportunity Employer. All qualified applicants will receive consideration without regard to race, color, religion, gender, national origin, age, disability, sexual orientation, veteran status or any other status protected by law.*

**Applications for this position should be sent to  
[jobs@indianapolissymphony.org](mailto:jobs@indianapolissymphony.org).**