Director of the Annual Fund and Parent Giving

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Type: Full-Time
Salary: $100,000 - $115,000 per year
Posted: 9 days ago
Category: Development and Fundraising
About Manhattan School of Music:

One of the world's foremost music conservatories, Manhattan School of Music is deeply committed to excellence in education, performance, and creative activity; to the humanity of the School's environment; to preparing all our students to find their success; and to the cultural enrichment of the larger community. MSM inspires and empowers highly talented individuals to realize their potential. We prepare our students to be accomplished and passionate performers, composers, teachers, and imaginative, effective contributors to the arts and society.

Position Summary:

A key member of the Office of Philanthropy, the Director of the Annual Fund and Parent Giving will design and execute a comprehensive strategy to solicit and increase unrestricted operating support for Manhattan School of Music, including contributions from parents of students in the School's acclaimed College and Precollege divisions. Reporting to the Associate Vice President of Philanthropy, the Director will help raise $3 million annually for MSM's general operations by developing and managing compelling print, digital, and on-campus appeals. These include a multi-faceted year-end giving campaign, Back-to-School and Giving Tuesday e-appeals, on-site "tap to give" solicitations, and renewals. The candidate will significantly increase membership in a Parents' Council designed to engage committed College parents more actively in the life of the School, including through philanthropic support, and increase giving by Precollege parents, a key constituency. The Director will ensure a robust online giving presence by implementing best practices, with a focus on recurring gifts and the strategic use of social media and text messaging.

Domains:

Annual Fund Campaign

- Oversee and execute a multi-faceted, year-round Annual Fund campaign, which includes print and digital year-end appeals segmented and targeted at general donors, concert attendees, alumni, College Parents, and Precollege Parents.

- Partner with the Director of Development Operations to manage vendor relationships, including printers and mail-houses, to ensure the timely and cost-efficient production and delivery of mail appeals.
- Implement strategies, employing best practices, to increase online giving with an emphasis on securing monthly and annual recurring gifts.
- Oversee all digital appeals, including Giving Tuesday, Back-to-School, and Last Chance to Give in the calendar and fiscal year campaigns. Collaborate with the Office of Marketing and Communications to strengthen and expand support for these campaigns through strategic use of social media.
- Work with the Box Office and the Office of Performance Operations to identify ways to increase online and onsite giving from attendees at the School's 1,000+ concerts and performances, including neighbors from MSM's Morningside Heights/West Harlem community.
- Write renewal letters that compellingly present the need for ongoing support and implement effective strategies to retain and increase support from existing donors. Implement strategies to improve donor retention and to secure support from lapsed donors.

Parent Stewardship

- Cultivate, solicit, and steward College parents, about half of whom are international, to increase philanthropic support throughout the year and at key events, including Friends and Family Weekend and Commencement.
- Significantly expand membership in a Parents' Council designed to more actively engage parents in the life of the School and to increase their giving. Utilize research tools, including Donor Search and iWave, to identify parents of means and implement strategies to engage them and to increase giving.
- Involve Precollege parents whose children participate in a highly competitive and professionally oriented Saturday music program dedicated to the musical and personal growth of talented young musicians ages 5 to 18. Use the aforementioned research tools to identify prospective MSM Summer and Precollege parents and to implement strategies to increase philanthropic support from high net worth families. Deepen parents' connection to the School and highlight the importance of parent philanthropic support.
- Working with the Director of Special Events and Donor Stewardship, ensure that Annual Fund and parent donors are acknowledged and recognized for their contributions.
- Collaborate with other departments, including Student Engagement and Alumni Engagement, to ensure strategic and thoughtful stewardship of parents and other annual fund donors.
- Work with Vice President for Philanthropy to identify prospects for the Second Century Endowment Campaign.

Analytics and Reporting

- Track and analyze Annual Fund and parent giving to identify trends and opportunities for increased support.
- Provide regular updates to the Vice President for Philanthropy and Associate Vice President of Philanthropy on fundraising progress.
- Assess the effectiveness of parent giving and Annual Fund campaigns and make data-driven recommendations for improvement.
- Investigate utilization of artificial intelligence to accelerate fundraising through: the screening of donors, drafting solicitations, analyzing donor data, and predictive modes to solicit.

Qualifications:

- Bachelor's degree required
- 5+ years of progressively responsible experience in fundraising for non-profits, preferably in higher education and/or parent relations.
- Demonstrated track record of securing gifts and in increasing general operating support.
- Strong interpersonal skills with the ability to build relationships with a range of internal and external stakeholders.
- Excellent written and verbal communication skills and the ability to compellingly convey the mission of MSM and the need for support.
- Proven ability to manage multiple projects, meet deadlines, and work collaboratively in a fast-paced environment.
- Understanding of current trends in philanthropy, including successful strategies implemented by peer institutions to increase annual fund and parent giving.
- Creative, responsible, results driven, and entrepreneurial, with the proven ability to meet or exceed revenue goals.
- Superior attention to detail.
- Self-motivated with the ability to work well independently and as part of a team.
- Professional, mature, and ethical work behavior with the ability to maintain the highest level of discretion with confidential information.
- Proficiency in Microsoft applications (Excel, Teams, and Word), and a knowledge of Raiser's Edge NXT or similar database management systems.
- Available to attend approximately 10-12 evening and/or weekend donor events annually.

MSM offers a competitive benefits package and generous paid time off.

Application Process:

If you are passionate about music education and possess a proven track record in fundraising, we invite you to join our dynamic team and help shape the future of Manhattan School of Music. Your efforts will directly contribute to enriching the educational experience for our talented students.

Interested candidates should submit a resume and cover letter outlining their qualifications and experience related to this position. Send letter of application and résumé to the Office of Philanthropy at:

Philanthropy@msmnyc.edu

No phone calls, please.
Equal employment and equal educational opportunity have been and will continue to be fundamental principles at Manhattan School of Music, where employment and enrollment are based upon personal capabilities and qualifications without discrimination or harassment because of race, color, religion, sex, sexual orientation, gender identity or expression, the status of being transgender, age, national origin, marital status, citizenship or veteran status, disability, or any other characteristic protected by law. Manhattan School of Music does not permit retaliation against individuals who oppose a discriminatory practice or participate in an investigation.

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