



NASHVILLE OPERA

DIRECTOR OF ANNUAL AND LEADERSHIP GIVING

Job Summary

Reporting to the Chief Development Officer (CDO), the Director of Annual and Leadership Giving is responsible for managing and executing a comprehensive strategy for Nashville Opera's annual giving program, and to that end, building the organization's individual donor pipeline through comprehensive, multichannel annual-giving strategies. The Director will increase the number of donors and grow contributed revenue by acquiring new donors, strengthening retention, and upgrading existing donors to higher levels of giving. Key sources of donor growth include Nashville Opera's audiences, season subscribers, annual-fund donors, and Impresario Council members.

The Director manages a portfolio of approximately 100 donors and prospects, with responsibility for identifying and qualifying prospective donors and cultivating, soliciting, and stewarding donors with the capacity to give up to \$25,000. The Director also leads the strategy for the Impresario Council donor society and its management, including membership growth, renewals, upgrades, donor communications, stewardship, and the strategies and execution of annual engagement experiences. In partnership with Nashville Opera's Patron Services, the Director develops approaches and tactics to engage season subscribers and ticket holders as a valued group of prospective donors.

The Director will have a keen understanding of the fundamentals and strategies of annual giving programs. The Director will foster best practices and ensure that Nashville Opera is a development best practices leader.

In addition to leading the planning, execution, and evaluation of the annual-giving program, the Director oversees the gift-management processes and data integrity that support effective donor stewardship and reporting. The Director also shares responsibility with the CDO for selected foundation and corporate proposals and assists the CDO in supporting the engagement and stewardship of Artist Patrons, the Opera's major donor strategy. The Director works closely with the Development Associate, who provides operational and event support and assists with corporate sponsorship activity.

The Director will have excellent project management and organizational skills as well as outstanding writing and communication capabilities. There will be a high level of coordination of work, requiring extensive interaction with Opera leadership and staff, including attendance at Opera productions and outreach/education programs, facilitating donor experiences.

Essential Responsibilities

- Develop and execute strategic and operational plans to increase the number of individual donors, grow contributed revenue, and build and advance the donor pipeline.
- Create, implement, and evaluate multichannel annual-fund campaigns designed to acquire new individual donors, renew and upgrade existing donors, and increase contributed revenue through direct mail, email, telephone, and digital outreach.
- Manage a portfolio of approximately 100 donors and prospects, including prospective and current Impresario Council members and donors with the potential to make gifts of up to \$25,000. Solicit these gifts through face-to-face interactions.
- Lead Impresario Council strategy and management, in consultation with the CDO, and implement plans for membership acquisition, renewals, upgrades, engagement, and stewardship through personal outreach, events, direct solicitations, and targeted campaigns. Conduct personal outreach to donors to acknowledge their gifts and strengthen relationships with Nashville Opera.
- Develop and implement strategies to engage season subscribers and ticket holders as a pipeline for future philanthropic support, partnering with Marketing and Patron Services to strengthen subscriber retention, loyalty, and donor conversion.
- Collaborate with the Development Associate on the execution of Impresario Council donor stewardship and fundraising events.
- Attend Nashville Opera performances and donor events, serving as a host for the Impresario Council Donor Lounge and other engagement opportunities.
- Collaborate with the CDO and Development Associate on corporate sponsorship strategy and solicitation, with the Development Associate coordinating event-related sponsorship activity.
- Draft select grant proposals for corporate and private foundation support.
- Partner with the CDO to cultivate, solicit, and steward Artist Patrons and other donors whose gifts underwrite mainstage productions.
- Develop relationships across Nashville Opera, including the executive management team, marketing and program staff, to ensure a comprehensive understanding of the Opera's programs and priorities and to integrate this information into appeals.

- Maintain accurate records of donor activity in Tessitura and provide reports on revenue, engagement, and pipeline progress as requested by the CDO for the Philanthropy Committee and other meetings.
- Oversee gift entry and acknowledgment processes executed by the Administrative Assistant and coordinate regular reconciliation of development records with Finance, ensuring accurate and timely gift processing, data integrity, and high-quality donor communications.

Requirements and Qualifications

- Minimum three years of progressive experience in frontline fundraising, annual giving, or related development work within a nonprofit setting; experience in performing arts or cultural organizations preferred.
- Bachelor's degree required.
- Proven success in cultivating, soliciting, and closing individual mid-level gifts, with a record of achieving or exceeding fundraising goals.
- Demonstrated experience planning and executing annual-giving, donor-acquisition, renewal, or upgrade campaigns and evaluating their results.
- Exceptional interpersonal skills with a proven track record of cultivating strong relationships with internal and external constituents and donors and creating effective partnerships with volunteers.
- Highly organized and able to prioritize multiple projects, meet overlapping deadlines, and maintain consistent follow-through with a strong sense of urgency.
- Excellent written and verbal communication skills.
- Experience with donor databases, preferably Tessitura, and comfort working with data analytics and performance tracking, including monitoring data, identifying trends, and making recommendations for improvement.
- Collaborative team player with the ability to work independently and exercise sound judgment to achieve results.
- Commitment to fostering a welcoming, inclusive, and equitable community where all people can thrive.
- Ability to work nights and weekends as needed.

Reports to: Chief Development Officer

Direct Reports: None

Development Team includes: Chief Development Officer, Director of Annual and Leadership Giving, and Development Associate.

Compensation & Work Environment

This is a full-time, exempt position with a competitive salary and benefits package, including the possibility of a limited hybrid work arrangement. Must live in Davidson or a surrounding county. Nashville Opera values equity, creativity, and collaboration, and seeks candidates who reflect the diversity of our community.

To apply: send a resume and cover letter to development@nashvilleopera.org.