

**POSITION DESCRIPTION: MANAGER OF INDIVIDUAL GIVING**  
**JANUARY 2024**

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**POSITION SUMMARY:** The Manager of Individual Giving implements and evaluates a comprehensive individual giving strategy for the Madison Symphony Orchestra's large base of individual contributors, manages development operations, engages in donor relations, and supports major and planned giving initiatives. This position is a key member of a small development team, reports to the Director of Development, and works regularly with colleagues across departments and internal and external constituents. This is an exciting time for the Madison Symphony Orchestra: we will celebrate our 20<sup>th</sup> Season in Overture Hall in 2024-2025, our 100<sup>th</sup> Anniversary Season in 2025-2026, and are currently undergoing a search for a new Music Director.

**PRINCIPAL RESPONSIBILITIES**

**Individual Giving Strategy**

- Lead the individual giving campaigns for Madison Symphony Orchestra's (MSO) Annual Fund and Friends of the Overture Concert Organ (FOCO), as outlined in the MSO's Development Plan.
- Write and oversee the design and implementation of direct mail appeals, email appeals, and development-related newsletter content, social media posts, and concert program book content, collaborating regularly with the marketing department, graphic designers, and printing/mailing partners.
- Produce appeal materials in-house, as appropriate.
- Analyze individual giving patterns, appeal response rates and ROI. Recommend data-driven changes to the individual giving strategies.
- Identify upgrade prospects for leadership giving, major giving, and planned giving.
- Participate in face-to-face donor meetings, as appropriate.

**Development Operations**

- Prepare and deliver large bank deposits. Communicate with bank representatives regarding stock gifts and endowment deposits.
- Maintain files for individual donors.
- Maintain development pages of MSO website, including development web forms.
- Provide gift reports and documentation for the annual audit and tax preparation, as requested by finance.
- Approve and route invoices for payment and budget tracking.

### **Donor Relations**

- Develop trust with individual donors. Handle confidential materials and ensure donor privacy.
- Communicate effectively in person, in writing, and by phone with donors, respond to donor inquiries in a timely manner and/or field questions to other staff, as necessary.
- Coordinate board member thank-you calls to donors of \$500+.
- Generate donor acknowledgement letters in a timely manner.
- Ensure individual donor benefits and recognition are provided according to the established benefits of giving for MSO and FOCO. Generate and proof individual donor lists for program books.
- Coordinate donor parking arrangements, distribute parking equipment, and troubleshoot/resolve parking equipment issues.

### **Hospitality & Events**

- Plan donor hospitality for Symphony concerts, Organ concerts, and approximately five other donor appreciation events annually. Work with external partners and vendors to order catering and reserve space. Determine guest lists, create and send printed and/or electronic invitations, receive RSVPs when requested. Transport reception supplies to event venues.
- Greet donors and ensure a welcoming environment at receptions and events. Serve as primary liaison with on-site events and catering staff.
- Coordinate volunteers for select events, as needed.

### **Department & Organization-wide Support**

- Develop a working knowledge of all programs and activities of the organization.
- Expect to attend all orchestra and organ concerts, community concerts, donor receptions, pre-concert gatherings, donor appreciation events, and other special events as assigned. Evening and weekend work will be required.
- Assist with lobby set-up and tear-down before and after concerts.
- Proofread organization-wide materials, such as brochures, program books, newsletter, emails, and ads.
- Attend weekly department and staff meetings, monthly development committee meetings, bi-monthly MSO board meetings, and quarterly FOCO board meetings.

# MADISON SYMPHONY ORCHESTRA

JOHN DEMAIN | MUSIC DIRECTOR

- Perform other duties that contribute to the overall accomplishment of the Symphony's goals, or that are assigned by the Development Director or Executive Director.

## REQUIREMENTS

- Bachelor's degree
- Excellent organizational skills; ability to meet deadlines, multi-task and work well under pressure
- Excellent writing and interpersonal communication skills
- Positive, can-do attitude; team player; willingness to learn new things
- High level of comfort working in Microsoft Word, Excel, and Outlook
- Ability to work evenings and weekends as required
- Ability to bend and lift moderately heavy supplies, work late nights, and stand on feet for long periods of time
- Appreciation for classical music and the Symphony's mission

## Preferred

- Two years of non-profit development/fundraising experience
- Familiarity with strategic/complex giving instruments
- CRM/Database experience (Raiser's Edge or Tessitura a plus)
- Working knowledge of WordPress and Email Marketing platforms (i.e. MailChimp)
- Moderate level of comfort with Adobe Creative Cloud, particularly InDesign and Photoshop

**OTHER:** This salaried, full-time exempt position is generally expected to work in-person at the Symphony's administrative offices in downtown Madison during regular business hours. During periods of heavy evening and weekend work, flexible scheduling can be arranged.

**BENEFITS:** Salary commensurate with experience (expected range \$54,000 to \$60,000), paid health insurance, option to participate in 401K retirement plan after one year, 12 days accrued paid vacation, 12 days accrued paid sick leave, 10 paid holidays plus your birthday off, free parking in downtown Madison, free admission to Madison Symphony Orchestra and Overture Concert Organ concerts.

**To Apply:** Submit cover letter, resume, and the names of three professional references to: Casey Oelkers, Director of Development, Madison Symphony Orchestra, 222 W Washington Avenue, Suite 460, Madison, WI 53703 or [coelkers@madisonsymphony.org](mailto:coelkers@madisonsymphony.org)

Applications accepted until position is filled. For best consideration, apply by February 16, 2024.

## About the Madison Symphony Orchestra

The mission of Madison Symphony Orchestra, Inc. is to produce high quality concerts of orchestral, instrumental, vocal, and choral music, to educate and entertain audiences of all ages in the Madison area and beyond, and to advocate music as a universal language of expression and understanding.

The Madison Symphony Orchestra presents its 98th season in 2023–2024. Under the leadership of Music Director John DeMain, celebrating his 30th Anniversary Season in 2023–2024, the MSO has grown to be one of America's leading regional orchestras, providing Madison and south-central Wisconsin with performances and educational opportunities to interact with great masterworks and top-tier guest artists from around the world. Our administrative offices are located in vibrant downtown Madison, Wisconsin, one block from the beautiful Overture Center for the Arts where most of our concerts take place. Learn more at [madisonsymphony.org](http://madisonsymphony.org).

The Madison Symphony Orchestra believes that diversity is a source of strength, creativity, and innovation. We value the contributions of each person and respect the profound ways their identity, culture, background, experience, status, abilities, and opinion enrich our organization. We are committed to increasing our efforts to diversify our administrative and board leadership, orchestral music and performers. Madison Symphony Orchestra Inc. is an Equal Opportunity Employer.