

CAL SHAKES

CALIFORNIA SHAKESPEARE THEATER

Position Title: Director of Development

Full-time, Exempt

Position Overview

California Shakespeare Theater (Cal Shakes) seeks a dynamic Director of Development (DoD) to partner with visionary Artistic Director Eric Ting, Managing Director Sarah Williams, and a committed Board of Directors to provide strategic direction and revenue development at a time of unprecedented opportunity for the organization and nonprofit theater field. Cal Shakes is on a journey toward becoming an anti-racist multi-cultural institution and we are looking for a Director of Development committed to joining us on the journey. Cal Shakes values plurality of perspectives and innovation and is looking for a creative and bold thinker excited to help generate the resources essential to achieving our vision. A successful DoD will have an entrepreneurial spirit with strong cultural competency skills and a commitment to equity, diversity, inclusion. At this very unusual time in the world and in the theater field, rebuilding American Theater to be a just and equitable space requires individuals committed to the journey, willing to take risks, willing to try new ideas, and willing to passionately advocate for the theater as vital to the public good.

The position of DoD is a full-time, year-round position reporting to the Managing Director. The DoD is charged with developing innovative strategies to expand and diversify the Theater's income base overall, with a particular focus on contributed revenue sources. The DoD is responsible for the development and implementation of both annual and multi-year fundraising campaigns that support Cal Shakes' strategic priorities. The DoD oversees all fundraising activities for the organization including major gifts, direct mail and online appeals, special events, institutional giving, planned giving, and donor stewardship. This position is a frontline fundraiser and will have a major gifts portfolio along with the Managing Director and Artistic Director. They will work closely with the Board of Directors to grow their fundraising capacity and serve as liaison to Board committees.

The Organization

Description: With an outdoor main stage performance venue in Orinda and community programs throughout the Bay Area, Cal Shakes expands access to and relevance of the arts by fostering a participatory culture among a diversity of audiences, artists, and learners throughout the Bay Area. California Shakespeare Theater has an inclusive work environment and actively embraces a plurality of people, ideas, talents, and experiences. We highly encourage people of color, individuals with disabilities, and other historically underrepresented groups in our community to apply.

Mission: Cal Shakes redefines the classical theater for the 21st Century, making works of extraordinary artistry that engage with our contemporary moment so we might learn about ourselves and each other in the fullness of our world.

Equity, Diversity, and Inclusion Statement: At Cal Shakes, we believe that equity is a practice. Our actions--both onstage and off--can have a positive social impact by exposing oppression, addressing historic injustices, and showing how power can be transformed and shared in different ways. We endeavor to dismantle systemic bias by actively including, reflecting, and creating opportunities for our diverse Bay Area communities. We recognize that this work is ongoing and often imperfect, but we are committed to facilitating respect for the many facets of the human experience.

Essential Duties and Responsibilities



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Development Strategy and Direction Setting

- Serve as chief fundraising officer for Cal Shakes, planning and overseeing all development operations and developing and maintaining high-level relationships with Board members, major donors, and other key stakeholders.
- Lead, innovate and inspire the Board of Directors and staff in all fundraising efforts, building and sustaining a culture of philanthropy and providing the training and resources they need to serve as powerful fundraisers for the organization.
- Direct annual, membership, and multi-year funding campaigns that support both ongoing programming and long-range strategic goals.
- Develop and oversee planned giving program (Legacy Circle).
- Work with Managing and Finance Directors to develop annual budgets and income goals that reflect organizational values and strategic priorities, in conjunction with appropriate Board Committees.
- Build, manage, and motivate a small, but mighty, development team.
- Work closely with marketing and communications team to develop institutional messaging that supports a cohesive brand and a culture of philanthropy.
- Regularly engage with peers in the Bay Area and national arts communities to share best practices and stay well informed of current trends and innovations in the field.

Fundraising & Donor Relations

- Serve as a lead solicitor in both annual and special multi-year campaigns.
- Proactively manage a robust portfolio of major donors, personally engaging these key stakeholders in cultivation and stewardship activities throughout the year and orchestrating their strategic and timely solicitation. Experience with moves management systems a plus.
- Support and partner with Managing and Artistic Directors, Board members, and selected senior staff in managing discrete donor portfolios of their own, providing regular training and strategic meeting planning.
- Work with Board and staff to ensure ongoing prospect identification and research to support new donor development.
- Expand, diversify, and refresh direct response program to more actively and strategically include email, web, and social media components to complement traditional direct mail and phone appeals.
- Collaborate with Director of Grants, Strategy, and Evaluation to identify major new funding opportunities, develop innovative and impactful proposals, and manage relationships with leading institutional funders.
- Build membership in Cal Shakes' Legacy Circle and expand efforts in planned giving overall.
- Partner with Marketing Director and staff to expand corporate sponsorship and other strategic partnership opportunities.

Management & Leadership

- Supervise, train, mentor, and evaluate staff on an annual basis, setting and modeling high performance standards and encouraging professional growth.
- Develop and manage department budget, monitoring income and expenses throughout the year and providing quarterly re-projections, as needed.
- Maximize efficiency throughout the development department, making the best use of limited resources to achieve goals.



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- Evolve a highly responsive and effective moves management program for donors and prospects and ensure that adequate systems and resources are in place to support it.
- Oversee the planning and execution of fundraising and cultivation events, such as galas, salons, and other special events to ensure maximum net financial return.
- Manage, guide, and support Board involvement in development, staffing Governance and Board Development Committees and related Task Forces.
- Regularly benchmark against strategic plan to ensure that income growth is sufficient to support long-term strategic goals.
- Direct reports: DoD supervises the Director of Grants, Strategy, and Evaluation; and a part time Development Assistant.

Organizational Leadership

- As a member of Cal Shakes' leadership team, serve as a strategic and creative collaborator in service of long-term direction setting and short-term decision making for the organization.
- Actively contribute to season planning and strategic planning processes, as both a representative of the Development department and a thought partner.
- Serve on interdepartmental committees and task forces as needed.
- Be committed to Cal Shakes Equity, Diversity, and Inclusion policy and to participating in internal conversations focused on Cal Shakes anti-racism organizational commitment and journey

QUALITIES AND QUALIFICATIONS

The Theater is particularly interested in hearing from candidates with the following experience:

- A minimum of five years of fundraising experience, with a successful track record in major giving.
- Understanding of and experience with prospect identification and research and new donor acquisition at all levels.
- Proven success in meeting or exceeding annual goals and achieving long-term revenue growth.
- Demonstrated managerial experience, including responsibility for budget and infrastructure development and success managing both paid staff and volunteers.
- Experience working with and managing non-profit Boards and committees.
- Experience and comfort with a diverse workplace; working at Cal Shakes requires flexible thinking and respect for all kinds of people and voices.
- Proven high level problem-solving and strategic planning capability, with the ability to also lead and execute on a tactical level – You're not afraid to roll up your sleeves and do the hard work.
- Knowledge of Bay Area arts, philanthropic, and business communities is a plus
- Experience planning and directing a capital, endowment, or other special project campaign is also preferred, but not required.

In addition, the successful candidate will possess the following qualities and skills:

- Self-motivated, organized, and able to manage multiple priorities and projects
- A highly collaborative working style and the ability to lead, motivate, and inspire others of diverse backgrounds, personalities and talents.
- Strong organizational, analytical, and critical thinking skills.



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- Excellent communications (written and verbal) and interpersonal skills.
- General facility and comfort with computers and technology (proficiency in MS Office, social media, and fundraising software required).
- A positive attitude and sense of humor.

Special Environmental Factors

- With current Shelter-In-Place restrictions in effect, the position is currently a work-from-home position, although some trips to the theater may be required.
- Sustained posture in a seated position for prolonged periods of time and must be able to withstand extended viewing of computer screens.
- Typical schedule is Monday-Friday, 9a-5p or 10a-6p, with some early mornings, evenings, and weekends, as necessary, and particularly throughout the performance season.
- Cal Shakes theater space is located outdoors.

Supervision

Reports to the Managing Director.

Annual salary starts at \$70,000 and includes a comprehensive benefits plan including medical and dental insurance, vacation, sick leave, holidays, and personal days.

Please email a cover letter and resume to:

Sarah Williams

Managing Director

Email: swilliams@calshakes.org (with "Director of Development" in the subject header)

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