

## Organizational Position Description

**Position Title: Manager of Advancement Operations and Analytics**

### GENERAL INFORMATION

**WPA Payroll Title: Manager**

**Department: Advancement**

**Title of Immediate Supervisor: Chief Advancement Officer**

**Hours: Full Time, Exempt**

**Pay Range: \$54,000-\$62,000 per year**

**Best Consideration Date: June 25, 2021**

### **About Washington Performing Arts:**

One of the most established and honored performing arts institutions in America, Washington Performing Arts has engaged for more than half a century with artists, audiences, students, and civic life. The city is truly our stage: in venues ranging from concert halls and clubs to public parks, we present a tremendous range of artists and art forms, from the most distinguished symphony orchestras to both renowned and emerging artists in classical music, jazz, international genres, and dance.

Washington Performing Arts deeply values its partnerships with local organizations and other arts institutions. Through events in myriad performance venues and neighborhoods, Washington Performing Arts engages international visiting artists in community programs and introduces local artists to wider audiences. We place a premium on establishing artists as a continuing presence in the lives of both young people and adults through residencies and education programs.

Our achievements have been recognized with a National Medal of Arts and with three Mayor's Arts Awards from the D.C. Government. We have now embarked upon our second half-century, ever-inspired by the motto of our founder, Patrick Hayes: "Everybody in, nobody out."

### **Organizational Diversity & Inclusion:**

In keeping with our mission and guiding principles, we seek, represent, and welcome a multiplicity of voices in everything we do from programmatic content to composition of our board and staff. Accordingly, we seek to build a team that reflects — and meets the needs of — the community we are part of, and serve. While we have made important progress, we continue to pursue that goal through intentional, focused learning and action. Hiring a diverse workforce is but one component — we strive to make Washington Performing Arts ever more inclusive, and true to our founder's ethos of "everybody in, nobody out." To gain the maximum benefit from our increasingly diverse team, we wish to make every employee feel welcome and motivated to do their best work. We know that we work better together in service of Washington Performing Arts's mission, because of our differences, not despite them.



## **Organizational Position Description**

### **Equal Employment Opportunity Statement**

Washington Performing Arts subscribes to a policy of Equal Employment Opportunity, and will not discriminate against any employee or applicant because of race, age, sex, color, sexual orientation, physical or mental disability, protected veteran status, religion, ancestry or national origin, marital status, genetic information, political affiliation, and gender identity or expression. In addition, the District of Columbia adds protection for marital status, personal appearance, sexual orientation, family responsibilities, matriculation, or political affiliation. Minorities, Women, Protected Veterans and Individuals with Disabilities are encouraged to apply. Washington Performing Arts' employment decisions are made based on the business needs of the organization and qualifications of the applicants and employees.

### **POSITION INFORMATION**

#### **Position Summary/Purpose:**

The Manager of Development Operations and Analytics manages operational functions that power the revenue-generating work of the Advancement department and provides comprehensive reporting and analysis for the Chief Advancement Officer and Advancement department to facilitate fundraising planning and strategies, including management of one Part-Time Advancement Assistant. In each of these capacities the incumbent employs strategic thinking, problem solving skills, and the ability to extract, analyze, synthesize, and turn accurately-recorded data into actionable results and recommendations to support a mature fundraising operation and an annual goal of between \$3.5M and \$5M. In its most recent fiscal year, the Advancement department exceeded its goal in the third quarter, and is poised to build upon operational paradigm shifts achieved during the pandemic.

Duties include, but are not limited to: overseeing gift booking and acknowledgements generation, and performing appropriate research and follow up on gifts of all kinds in collaboration with frontline fundraisers; regular consultation with colleagues on development services functions that support the department; proactively producing reports, analysis, and presentations on key departmental and organizational performance statistics and KPIs related to revenue generation in collaboration with the Chief Advancement Officer; tracking contributed revenue budgets and managing all data entry and associated functions related to the Advancement department operating expenses budget; serving as the lead database administrator for the organization; managing relationships with multiple volunteer constituencies; and providing logistical support and leadership for special events.

<b>Essential Duty #1: Data Management, Analytics, &amp; Reporting</b> <b>Percentage: 40%</b>
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- Revenue Management and Reporting:
  - Collaborate with Chief Advancement Officer to create annual contributed revenue budget model and manage this essential resource on an ongoing basis

### **Organizational Position Description**

- Generate, update, and circulate contributed revenue and other data-related reports and outputs from the Tessitura database according to department needs and objectives (i.e. contributions reports, activity reports, contact lists, etc), in collaboration with external consultants, as appropriate
- Timely and proactive monthly financial reporting and analysis--and other periodic reporting and analysis--to Chief Advancement Officer, that is frequently shared with Management, the Board of Directors, and Board-led Committees to optimize contributed revenue goal achievement; proactive calendaring to allow for an iterative process for the same
- Perform regular analysis on monthly reporting which identifies and assesses trends by constituent area, highlighting areas of risk and opportunity
- Perform essential data management tasks in Tessitura, including campaign, appeal, fund, and plan creation and maintenance to facilitate effective solicitations across portfolios
- Oversee and provide support on processing of contributions, pledges, and payments to Washington Performing Arts for all fundraising portfolios
- Create new reports and processes to help frontline fundraisers meet their goals, as well as across the organization (especially in partnership with Finance colleagues)
- Provide data and statistics for gift officers as needed for solicitations and reporting
- Steward Junior Board Philanthropy and Gala/special event committees, as well as the Women's Committee and Music in the Country Committee, with appropriate reporting; ensuring completion of fundraising goals
- Records Management and Stewardship
  - Create and advise on lists and extractions for solicitation segments for all organizational communications
  - Maintain and produce donor listings
  - Create and maintain constituent plans in Tessitura
  - Create and maintain accurate donor accounts, event records, and contribution and pledge documentation in Tessitura
- Tessitura Database Management
  - Serve as the primary database manager for the department and the organization, as a whole

### **Organizational Position Description**

- Participate in Tessitura cohort with Communications & Creative Media colleagues and Jixaw consultants to optimize patron experience of donor and ticketing transactions
- Provide leadership and support to Patron Services colleagues in campaign set-up and maintenance of performances and ticket sales, and related reporting, analysis, and list generation
- Train new organizational colleagues in the fundamental use of the Tessitura database, and provide all administrative functions needed to create and maintain colleagues' database access and permissions
- Expand organizational potential of Tessitura database, attending webinars, e-classes and conferences when possible to learn about new skills and inform institutional knowledge and share learned information with CAO and other colleagues, to allow for cross-training and wider knowledge, as appropriate

#### **Essential Duty #2: Portfolio Management Percentage: 20%**

- Oversee the generation of timely and accurate gift acknowledgment letters for all donations received by the organization
- Produce standardized pledge forms, invoices, receipts, report cards, and related collateral as requested across the department
- Track or ensure the records maintenance of frontline fundraisers' plans activity and portfolio member communications across all portfolios, and oversee the Advancement Assistant in administration of the same
- Collaborate with Assistant Director of Advancement Resources and frontline fundraisers to create and manage prospect and donor research records
- Steward patrons and donors as a member of the Advancement team, at performances, Friends events, stewardship events, and via transactional communications
- Partner with Chief Advancement Officer in the annual solicitation of Music in the Country members, and partner in designing and executing periodic campaigns to sustain engagement with this constituency and secure their long-term support
- Manage the annual solicitation of Women's Committee members, and partner in designing and executing periodic campaigns to sustain engagement with this constituency and secure their long-term support
- Provide support to the Patron Services team as needed in processing transactions and assisting and responding to patrons, especially where patrons are also members of constituencies requiring Advancement stewardship

### **Organizational Position Description**

#### **Essential Duty #3: General Administration & Volunteer Management**

**Percentage: 15%**

- Oversee the work and contribution of the Advancement Assistant
- Participate in regular strategic, tactical, and procedural meetings, including with the Board-led Philanthropy & Patron Engagement Committee, as a member of the Advancement team
- Participate in Patron Engagement Team meetings and other cross-departmental meetings
- Assist Chief Advancement Officer, gift officers, and consultants with recording expense budgets, maintaining standards for expense coding, and interfacing with Finance staff to ensure accurate and timely entry into the general ledger
- Manage processing and fulfillment of department vendor invoices and check requests
- Provide supporting income and expense information and documentation to support the annual audit, as well as foundation and government grant applications as needed
- Manage relationships with commercial vendors concerning Advancement expenses, maintaining accurate business/tax records, processing invoices, and placing orders
- Manage one or more Advancement interns each trimester as departmental lead, and provide project management direction to additional Advancement interns, as needed
- Collaborate with Director of Individual Giving, Chief Advancement Officer, and the President & CEO to engage the Women's Committee and Junior Board in meaningful ways; which may include facilitating their meetings and communications, contacts with other organizational staff, and involvement in organization events

#### **Essential Duty #4: Special Events**

**Percentage: 15%**

- Assist in committee meeting preparation for Gala and other special events, in collaboration with Chief Advancement Officer and external consultants
- Execute solicitation, Save the Date, and invitation mailings for Galas and other special events, and tracking of sponsorships, donations, and other metrics for the same
- Coordinate and catalog acquisition, marketing, and delivery of all Gala silent and live auction items, in collaboration with the Chief Advancement Officer, Advancement Team, Gala Committee members, and external consultants
- Provide Gala night-of assistance, and leadership, as appropriate, in collaboration with external consultants, including special events personnel, caterers, and auction consultants
- Manage content for an online presence and platforms for special events including the Gala, such as the Washington Performing Arts website and external auction websites, as well as e-blasts and other e-communications vehicles
- Coordinate RSVPs and guest lists for Gala and other large-scale special events, including Women's Committee and Junior Board special events

## **Organizational Position Description**

### **Essential Duty #5: Casemaking and Communications**

**Percentage: 10%**

- Serve as departmental lead in developing e-communications, including appeals, event invitations and reminders, and stewardship vehicles to engage patrons
- Collaborate with Communications & Creative Media team to stay abreast of branding guidelines, communications calendars, and organizational standards in crafting and deploying Advancement e-communications effectively and strategically
- Serve as webpage administrator and editor for Advancement content on [www.washingtonperformingarts.org](http://www.washingtonperformingarts.org)

**Supervisory Responsibility: Yes**

**Number of Direct Reports: 1**

**Names and Functional Titles of Direct Reports: Advancement Assistant**

### **Minimum Qualifications:**

- A Bachelor's Degree and 2-5 years of non-profit fundraising or administrative experience
- Experience with CRM or fundraising database entry/ management (familiarity with Tessitura a plus)
- Demonstrated proficiency in data entry
- Proven ability to proactively organize and prioritize work, and manage multiple tasks and competing deadlines effectively, in partnership with colleagues
- Must be able to work independently and collaboratively in the service of a wide variety of constituents

### **Essential Capabilities & Preferences**

- Collaborative, positive team player with a high degree of personal initiative and accountability
- Ability to work independently in a fast-paced environment
- Outstanding attention to detail
- Excellent organizational and project management skills
- Strategic, creative, curious, and organized thinker
- Superlative written and verbal communication skills
- Knowledge of and passion for the performing arts, and especially music, strongly preferred
- A high-level of discretion, professionalism, and integrity with the ability to safeguard confidential information



## **Organizational Position Description**

### **Specific Conditions of Work**

- General office environment
- Ability to lift 20 lbs. from time to time
- The Manager of Advancement Operations and Analytics is a full-time, salaried, and exempt position with office hours from 9:30am – 5:30pm and additional duties at performances, events, and activities above and beyond regular office hours.
- Some evening and weekend work is required
- Office work conducted remotely during COVID-19 Pandemic
- Adherence to all federal, local, and site specific COVID-19 measures when in person

**Benefits:** Washington Performing Arts offers a generous benefits package including Health, Dental, Life & Long-Term Disability Insurance, 403(b) Retirement Savings plan, and paid Holiday, Vacation, Sick, and Personal time off.

#### **How to Apply:**

- Send cover letter and resume (in attachment format) to [hr@washingtonperformingarts.org](mailto:hr@washingtonperformingarts.org) with position title in subject line.
- For best consideration, please send applications by **June 25, 2021.**

***Please note: Applications without a cover letter will not be considered.***