



## DEVELOPMENT MANAGER POSITION

Third Avenue PlayWorks (TAP) is growing and seeking passionate team members. If you love to build relationships, share your enthusiasm for community, and believe in the power of the performing arts, the position of Development Manager at Third Avenue PlayWorks (TAP) may be right for you.

The Development Manager reports to the Managing Director and assists in developing and maintaining ongoing partnerships with major donors and sponsors, increasing corporate sponsorships, grant writing, and forging new relationships to build TAP's donor base.

Primary duties of the Development Manager include managing the donor database, coordinating events, assisting in the development of mass mailings and marketing efforts, working with donors, preparing gift acknowledgments and donor communications and helping to nurture the connection between donors, community stakeholders, and TAP.

### KEY RESPONSIBILITIES AND ESSENTIAL FUNCTIONS

#### Database Management

- Serve as administrator for the donor database including:
  - Serve as primary liaison between TAP and database vendor;
  - Customization of database to aid the organization in meeting its outcomes;
  - Administration, including maintaining data integrity, creating and maintaining database policies and procedures, maximizing efficiency, development of reports, implementing new techniques for collecting and displaying data;
  - Troubleshoot and maintain quality control.
- Support the fundraising and events efforts of the organization by providing administrative support, including:
  - Enter transactions in donor database, create and maintain fundraising reports and dashboards;
  - Update acknowledgement letters
  - Prepare and send donor correspondence, issue acknowledgement letters.
- Coordinate data collection and analysis, including:
  - Generate reports and analyze data;
  - Test, adapt and incorporate other tools for increasing and measuring engagement and success.
- Execute annual direct mail solicitations, including preparation of mailing lists, assisting supervisor in writing solicitation letters, mail merge, and coordinate mailings.
  - Assist in development, execution and evaluation of other mail solicitations throughout the year;
  - Prepare mailing lists for solicitations, newsletters, auxiliary events;
  - Maintain an individual portfolio of donor assignments to cultivate, solicit, and steward;

- Generate donor lists and other donor database reports as requested for direct mail solicitations, donor cultivation, special event invitations, recognition listings, etc.;
- Observe, research, assess and make recommendations for improvements in the organization's fundraising database systems.

### **Events Management**

- Serve as coordinator for all fundraising special events, third party events benefiting TAP, stewardship events and in-house community events;
- Analyze data from events and generate specific event reports;
- Maintain vendors and resources that support the planning and orchestration of all events;
- Develop systems to monitor all aspects of special events, third party events benefiting TAP, stewardship events and in-house community events;
- Supervise event volunteers as needed.

### **General**

- Provide administrative support to the Managing Director;
- Work with donors to arrange in-kind giving, coordinate with staff on donation pick-up, as necessary.
- Participate in additional special projects as assigned.

### **QUALIFICATIONS**

The ideal applicant will be an outgoing individual who enjoys communicating with others and with the following professional experience:

- Bachelor's degree preferred in business, marketing or non-profit management or related field
- Three to five years of business to business sales management or non-profit fundraising experience
- Excellent written, verbal and interpersonal communication skills
- Ability to create effective individual and group presentations which are powerful and impactful to drive financial support
- Skilled in developing relationships with individuals while building rapport quickly to deliver results
- Ability to independently determine priorities, maintain activity on a number of projects simultaneously and meet deadlines
- Ability to work collaboratively, act innovatively and embrace change
- Ability to work effectively in virtual and office environments
- High levels of organization and prioritization
- Sound judgment, discretion and commitment. Maintain confidentiality and a high degree of accuracy in donor records
- The successful candidate will be mature, highly motivated, and team-oriented, with the highest ethical standards and ability to drive results



This is a full-time, year-round position. Salary: commensurate with experience and includes paid vacation, sick days and holidays, with retirement match.

#### **ABOUT THIRD AVENUE PLAYWORKS**

Third Avenue PlayWorks is a year-round, professional regional theatre. TAP's mission is to inspire community connections and spark dialogue through wide-ranging professional theatre. TAP recently completed a \$2.5 million renovation of its historic building in downtown Sturgeon Bay.

At TAP, we envision a Wisconsin where everyone, regardless of background, social, and economic status, has access to cutting-edge theatre. We see a future where TAP is a center for cultural production and community connection, where everyone, no matter their background (cultural, ethnic, socio-economic status, gender expression, etc.), is welcome and affirmed. We hold fast to the "Wisconsin Idea" and will not rest until we have a meaningful impact on everyone in our state. TAP strives to be recognized among the leading arts organizations in the Upper Midwest. We are a home for Wisconsin artists, audiences, and for everyone who visits us.

TAP's current annual contributed income is approximately \$500,000. It is expected that contributed revenue will increase by at least 50% over the next 2-3 years as the Development Manager systematically and effectively strengthens the organization's overall fundraising capacity.

Please send a letter of application, three references, and salary history to:

Amy Frank, Managing Director  
Third Avenue PlayWorks  
PO Box 843, Sturgeon Bay, WI 54235  
920-743-1760  
[amy@thirdavenueplayworks.org](mailto:amy@thirdavenueplayworks.org)

Position open until filled.