

POSITION ANNOUNCEMENT

DIRECTOR OF ADVANCEMENT



FIRST STAGE is committed to dismantling structures that may prevent ALL people from applying for employment with us. FIRST STAGE celebrates the richness of our world by cultivating Equity, Diversity, and Inclusivity as they inspire the creativity that nurtures great art, artists, and audiences.

FIRST STAGE is an equal opportunity employer and as such, we consider individuals for employment according to their abilities and performance. Employment decisions are made without regard to race, age, religion, color, gender, sexual orientation, national origin, physical or mental disability, marital or veteran status, or any other classification protected by law.

Position: Director of Advancement

Status: Exempt, Full Time

Reports To: Executive Artistic Director

Direct Report(s): Associate Director of Advancement, Creative Services Manager, Special Events Manager, Advancement Operations Manager, Grants Manager, Front of House Operations Manager, and Patron Services Manager.

Salary Range: \$85k-\$100k

OVERVIEW:

With the support of the Advancement Department, the Director of Advancement leads all development and marketing functions for the organization, including but not limited to box office, patron services, individual giving, major gift strategy, special events, database management, institutional giving, creative services, digital marketing, brand strategy, and media placement. Through that work, this position is responsible for overseeing all earned and contributed revenue.

The Director of Advancement is a member of the organization's Senior Leadership Team alongside the Executive Artistic Director and the Director of Finance and Operations. They also participate on the Finance Committee, Governance Committee, Executive Committee, Advancement Committee, and Board of Directors.

The position has frequent contact with nearly all other leadership positions in the organization. They are expected to develop strategic financial goals with respective department heads and provide tools to staff to ensure those goals can be reached.

RESPONSIBILITIES:

- Responsible for contributed revenue initiatives, including strategy, plan implementation, and tracking. Works with the Executive Artistic Director, consultants, board, staff, and volunteers to develop cultivation, solicitation, and stewardship strategies for donors and prospects;
- Responsible for earned revenue initiatives connected to First Stage's theater productions, Theater Academy classes, and Theater in Education programs;
- Supports Associate Director of Advancement in day-to-day team supervision and leads all performance reviews for the Advancement team;

- Directs the Advancement Department's budget-setting process and communicates with the Senior Leadership Team regarding all budgeted fundraising and earned revenue goals;
- Advancement Department liaison to the Board of Directors and Executive Committee and serves on the Advancement and Governance Committees;
- Maintain a portfolio of high-level donors and facilitate direct asks for support;
- Supports institutional and corporate partnerships through research, recruitment, relationship cultivation, and retention;
- Leads the Special Events Manager in creating and implementing fundraising events;
- Manages other initiatives such as Endowment and Planned Giving, Alumni Engagement, and other special campaigns, as needed;
- Oversees the implementation of regular reporting processes pertaining to earned and contributed revenue;
- Supports the Associate Director of Advancement in all engagement with the United Performing Arts Fund (UPAF);
- Works as a collaborative member of the Director's team and uplifts the organization's core values and positive culture;
- Oversees box office operations, patron services, and house management for Goodman Mainstage Hall at the Milwaukee Youth Arts Center and the Todd Wehr Theater at Marcus Performing Arts Center;
- Oversees all Marketing efforts in collaboration with Creative Services Manager, Associate Director of Advancement, and marketing firm;
- Approves Marketing strategy, schedule, and mix ahead of each season;
- Supports the Associate Director of Advancement in reviewing marketing materials as time allows
- Oversees the creation of in-house marketing efforts including emails, organic social media, and content creation for paid social media;
- Attend First Stage productions throughout the season and participate in special event support;

PREFERRED QUALIFICATIONS AND SKILLS:

- Capacity to lead the Advancement Department with a clear vision and effective management skills;
- Ability and desire to build deep relationships with key donors and community members;
- A minimum of five years' relevant experience, exhibiting increasing levels of responsibility and a proven track record of securing major gifts and developing marketing strategies;
- Knowledge base of community philanthropic landscape preferred;
- Must be accurate and precise with a high attention to detail;
- Ability to work in a fast-paced environment, prioritize responsibilities, delegate effectively, and meet deadlines;
- Excellent communication skills, both written and verbal, with strong interpersonal abilities;
- Desire to be an organizational leader with a focus on long-term strategic vision;
- Commitment to actively participate in our Belonging, Equity, Accessibility and Diversity (B.E.A.D.) committee efforts;
- Advanced proficiency in Microsoft Office including Word, Excel, PowerPoint, Outlook, with some history of working in fundraising databases;
- Experience with First Stage's CRM (Tessitura) is a benefit but not required;
- Required to work occasional evenings and weekends, as needed;
- Ability to pass a background check in accordance with state and/or Federal laws;

TO APPLY:

Send resume, cover letter, and 3 work references to Jeff Frank, Executive Artistic Director jfrank@firststage.org with the subject line - **Director of Advancement: (First Name, Last Name)**

ABOUT FIRST STAGE

First Stage, Milwaukee's premiere non-profit theater for young people and families, is currently in our 39th season. First Stage is a nationally acclaimed professional theater company drawing annual audiences of more than 100,000 people during an average season. First Stage's production season includes four mainstage shows at the Todd Wehr Theater and our First Steps and Young Company Series of productions at Goodman Mainstage Hall at the Milwaukee Youth Arts Center - a total of more than 300 performances annually. First Stage also offers Theater-in-Education programs, annually serving 10,000 students in classrooms throughout southeastern Wisconsin. The First Stage Theater Academy, the most significant and most high-impact training program of its kind in the nation, teaches "life skills through stage skills" to nearly 2,000 young people ages 3 - 18 each year. For more information about First Stage, including current updates on our Equity, Diversity, and Inclusion work, please visit www.firststage.org