



adelaide symphony orchestra

Position Description – Donor Relations Manager

REPORTS TO: Senior Manager, Development

DIRECT REPORTS: none

ROLE OVERVIEW

Reporting to the Senior Manager, Development the Donor Relations Manager is responsible for engaging and cultivating relationships with existing and prospective donors as well as implementing strategies for solicitation that will generate a growth in the annual revenue received from individuals, trusts and other funding partners.

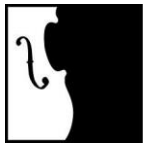
KEY RELATIONSHIPS

This role works closely with the senior management team and department leader to deliver the ASO's overarching development strategy. The Development Coordinator and Customer Service Manager roles also work closely with the Donor Relations Manager to ensure a positive donor experience, through exceptional stewardship.

KEY ACCOUNTABILITIES

1. Play an integral role in the development and implementation of the ASO's donor relations strategy.
2. In conjunction with the senior management team develop, monitor and track financial targets for fundraising strategies.
3. Assist in the development and implementation of individual giving strategies to reach prospective donors.
4. Organise ASO's individual giving and annual fundraising campaigns and events.
5. Manage fulfilment of individual and key partner benefits.
6. Manage donor acknowledgement and recognition requirements.
7. Undertake research and analysis to understand current fundraising trends and their subsequent effectiveness.
8. In conjunction with marketing colleagues develop communication plans to foster donor engagement, including the delivery of the donor newsletter and social media communications.
9. Prepare accurate and timely reports as required for the senior management team and Board.
10. Analyse and fully utilise ASO's CRM data (Tessitura) to capture all relevant donor and prospect information and translate findings into fundraising strategy
11. Any other duties, commensurate to the role that may be required from time to time at the direction of the Director - Marketing & Development.

PD - Donor Relations Manager



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SPECIAL REQUIREMENTS

This role will require regular evening and weekend work, to enable attendance at ASO concerts and other donor related events.

Experience and Knowledge

Essential

- Detailed understanding of contemporary fundraising trends, principles and approaches.
- Demonstrated experience developing and implementing effective donor focused initiatives.
- Demonstrated experience managing annual fundraising/individual giving campaigns.
- Experience of developing and maintaining donor relationships.
- Experience providing superior customer service to donors/patrons.

Desirable

- Relevant experience working in arts administration.
- Event management experience.
- Experience using a customer relations database.
- Knowledge and appreciation of orchestral music.

Skills and Abilities

- High degree of proficiency with Microsoft Office (Word, Excel, Outlook, PowerPoint).
- Highly developed written and spoken communication skills, with an ability to tailor communications for specific audiences.
- Ability to successfully manage changing priorities and deadlines.
- Ability to work independently and take initiative on new projects.
- Ability to represent ASO at relevant events.