



Director of Development

Reports to: Managing Director

Now in its 39th Season, The Vineyard is a non-profit Off-Broadway theatre committed to creating an artistic home for daring and diverse artists, to nurturing their unique voices, and to engage our audiences and community in dialogue by producing work that pushes the boundaries of what theatre can be and do. The Vineyard reaches over 20,000 audience members a year, and education programs serve over 700 NYC public high school students across all five boroughs. The Vineyard is the recipient of special Drama Desk, Obie and Lucille Lortel Awards for artistic excellence. Learn more about us at VineyardTheatre.org

The Director of Development (DoD) is a key member of The Vineyard's core leadership team, reporting to the Managing Director. Responsible for over \$1.4 Million in annual contributed revenue, the DoD is a strategic fundraiser primarily focused on creating a pathway for individuals to grow in loyalty from single ticket buyers into major donors, potential Board members, and advocates for the organization. This individual will also guide foundation, government, and corporate grant strategy, overseeing the department's Director of Institutional Advancement; as well as department operations and event planning in collaboration with the Development Fellow. In the coming years, the DoD will be responsible for charting a course that implements institutional learnings from the pandemic year, working with executive leadership to engage patrons through both traditional and non-traditional methods at all levels of the donor ladder. The DoD has the opportunity to capitalize upon Vineyard's expansion into digital and other alternative forms of theatre to increase access to the theatre's mission through philanthropy, both for loyal, local patrons and for those who may otherwise be limited by geography.

After over 30 years in its home on 15th Street in Union Square, Vineyard Theatre's Board of Directors have embarked on a 40th Anniversary Capacity Building and Capital Campaign which will continue its silent phase for the next two years before launching publicly in 2023. The campaign will support artistic opportunity and innovation, audience experience and expansion, as well as human capital and financial capacity building – including the transformation of the organization's facility, which it owns outright. The DoD will partner with the Managing Director, Artistic Directors, campaign consultants, and the Board's Development Committee to champion this campaign within the Vineyard's rapidly growing community of funders.

Responsibilities:

- Manage a development team including Director of Institutional Advancement, Development Fellow, and Development Intern(s) towards goals of \$1.4 Million+ in annual revenue by:
 - Facilitating professional growth of direct reports
 - Breaking down large department goals into achievable milestones across a portfolio of funder types and annual campaigns – including but not limited to individual annual fund appeals, special events including the annual Gala, and foundation and government support
 - Prepare annual Development plan, creating and maintaining department budget and cash flow documents

- Partner with Marketing team to:
 - Develop and implement loyalty programs designed to engage patrons from their first interaction to move them up a loyalty ladder
 - Integrate a culture of philanthropy into interactions with patrons at all levels by encouraging giving in sales communications and box office interactions
 - Sustain data integrity, utilize moves management tools to grow loyalty across giving levels, and identify major gift prospects with executive leadership

- Lead all Development efforts with Board of Directors, including regular updates on give/get requirements, solicitations and collections of annual Board gifts, management of Development and Gala committees, and encouraging peer-to-peer fundraising during events and annual fund campaigns

- Conceive, craft narrative for, and execute all individual giving campaigns including:
 - Direct mail and digital solicitation
 - Vintner Memberships (\$1,500-\$5,000 donors), increasing giving with this loyal segment through in person asks and cultivation as well intimate production-related group events
 - Artistic Directors' Circle asks (\$10,000-\$50,000) in partnership with Managing Director and Artistic Directors
 - Solicitations for the Capital and Capacity-Building Campaign in partnership with Managing Director and Artistic Directors

- Develop and execute fundraising event strategy with Development Fellow, from intimate cocktail receptions and talkbacks through the annual Gala of 250+ guests, including partnering with executives on strategic decisions surrounding hybrid/digital events post-COVID

- Develop personal relationships by greeting patrons at performances at all performance venues, and through individual cultivation including some night and weekend hours

Competencies and Qualifications:

- Bachelor or Masters degree in theatre, economics, English, arts administration or a related field and/or 5-7 years of progressive responsibility and leadership roles with success in fundraising
- A successful applicant will be able to demonstrate a commitment to equity, diversity, and inclusion in their work and willingness to contribute to department-specific and organization-wide anti-racism efforts at The Vineyard
- Track record of team-building, high level of detail and project management in past work
- Evidence of strategic thinking and strategy implementation, the ability to look ahead and craft a larger narrative that tells the story of the organization and its programs in an accessible way
- Excellent writing and verbal communication skills
- Strong empathy skills and the ability to easily connect to others
- Skill in customer relationship management database use, preferably Spektrix or other program of similar complexity

Compensation: \$75,000-\$85,000 annual salary.

This is a full time exempt position. Full time benefits include health insurance (100% covered by Vineyard Theatre), vision and dental insurance (employee contributes), 15 days vacation, 5 day full office closure around July 4 holiday (does not count towards vacation), 11 staff holidays, 401k plan with 1% match after one year of service, life insurance, and commuter benefit packages. Current Vineyard staff policy includes working 3 out of 5 days in the office when not in production and 4 out of 5 days in the office during active producing periods, and remaining days from home.

Vineyard Theatre is an equal opportunity employer and encourages women, people of color, people with disabilities, transgender or gender non-conforming individuals to apply. All Vineyard Theatre staff members participate in weekly anti-racism work as individuals, and as a team in partnership with Peoplmovr.

Vineyard Theatre is a fully vaccinated workplace. Full vaccination is required of all employees with exemptions made for sincerely held religious beliefs and medical exemptions.

To apply: Send a cover letter, resume, a theatre-related writing sample, and contact information for three references to jobs@vineyardtheatre.org and write Director of Development in the subject line.